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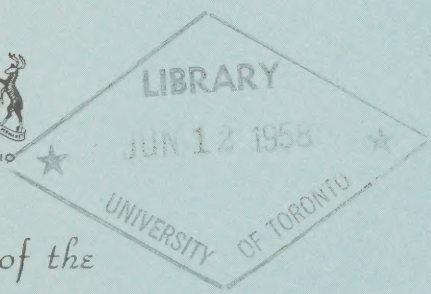
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Report of the
DEPARTMENT OF TRAVEL & PUBLICITY
Province of Ontario
FOR THE YEAR 1957
BY THE HON. BRYAN L. CATHCART, MINISTER

Printed by order of
THE LEGISLATIVE ASSEMBLY OF ONTARIO
Sessional Paper No. 38, 1958
TORONTO

Printed and Published by authority of Baptist Johnston,
Printer to the Queen's Most Excellent Majesty
1958

Printed in Canada

FRONT COVER—H. M. Queen Elizabeth II with H. R. H. Prince Philip on dais of
Peace Tower, Ottawa during visit to Canada, October, 1957.



THE HONOURABLE BRYAN L. CATHCART,
Minister of Travel and Publicity

TO:

THE HONOURABLE J. KEILLER MACKAY, D.S.O., V.D., LL.D.,
Lieutenant-Governor of the Province of Ontario, in Council

MAY IT PLEASE YOUR HONOUR:

The undersigned has the honour to transmit herewith the Twelfth Annual Report of the Department of Travel and Publicity, for the calendar year, 1957.

I have the honour to be, Sir,

Your obedient servant,

A handwritten signature in blue ink, reading "Bryan W. Cathcart". The signature is written in a cursive style with a large initial 'B'.

Minister of Travel and Publicity.

Toronto, Ontario
January 31, 1958.

Report of the Deputy Minister

To: The Honourable Bryan L. Cathcart,
Minister of Travel and Publicity.

Sir:

I have the honour to present the Twelfth annual Report of the Branches of the Department covering the calendar year 1957.

Ontario's travel and vacationing "industry", which we take to include both business and pleasure travel by foreign visitors and by our own people, had in 1957 a busy and prosperous year. Although no exact figures are known, it is very evident that our Canadian advertising programme based on the theme "Know Ontario Better" is bringing results.

The number of American passenger cars entering Ontario last year set a new record, for the total of 5,425,875. This increase over the previous year was entirely constituted by motor parties entering Ontario for stays of two days or more. This quantity totalled 1,533,842 cars which was 3.3% above that of 1956 and exceeded the average of the previous five years. In addition, 3,892,033 motor parties entered Ontario for stays of less than two days. These figures include, of course, an unknown percentage of multiple entries. This element in the influx from the U.S.A. is recorded monthly by the Dominion Bureau of Statistics and is usually taken by travel officials to be a reliable barometer of the state of trade.

Entries by common carrier showed an over-all increase as compared with 1956. Entries by bus, boat and plane showed a substantial increase while those by rail showed a slight decline.

After a number of careful surveys, the officers of the Department concluded, in 1953, that the expenditures made in Ontario by visitors from outside her borders have amounted to at least \$250,000,000.00 in each recent year. More recent studies have confirmed the belief that this figure is a very conservative estimate.

The touring and vacationing of Ontario people within the Province is an unknown quantity as to volume, but it is believed to be steadily increasing. This traffic, of course, brings in no new revenue, but it circulates money, and is the broad supporting base of every section of the accommodation industry.

In securing indications as to the state of trade from operators in the accommodation industry factors have to be weighed one against the other. For example in the Northwest some establishments draw practically all their guests from Manitoba and across the province all establishments vary in the percentage of Canadians versus American guests that they accommodate.

New construction continued in a gratifying way throughout the year, particularly in the hotel field in Metropolitan Toronto and in the motel and cottage field throughout the province.

There is a gratifying advance in the awareness of the general public as to the value of the tourist industry to them and to their community. More and more areas are organizing in an effort to develop and promote their various recreational and historical attractions.

The reports of the branch directors of the Department are attached and, in conclusion, I wish to commend to you the efficiency, energy and loyalty of the Department's staff in all its branches.

GUY E. MOORE,
Deputy Minister.



14th ANNUAL U. S. EDITORS GOODWILL TOUR OF ONTARIO

These 28 U. S. editors of weekly newspapers learned to know Ontario better in 1957. Tour of 1,500 miles started at Windsor, visited Timmins, Ottawa, Toronto and points between, ended at Niagara Falls. Group photo above was taken at Goderich.

Front Row (from left): Sam Gearheart, Fayetteville, Arkansas; Maurice Luckenby, Steamboat Springs, Colorado; Carlton Hill, New Canaan, Connecticut; E. Schachtel, Park Forest, Illinois; Richard Van Vleet, Springfield, Kansas; Marion E. Tamm, Dallas, Texas; Elton Carter, Norton, Kansas; George Joplin, Somerset, Kentucky; Arthur McDaniel, Federalburg, Maryland.

Second Row: Robert Baram, Boston, Massachusetts; Fred Kidd, Ionia, Michigan; Arthur Seul, New Prague, Minnesota; Les Simpson, Holden, Missouri; Ed Apking, Ord, Nebraska; Victor Shandhan, Point Pleasant, New Jersey; Frank Carpenter, Cooperstown, New York; James Harper, Southport, North Carolina.

Third Row: Frank Hargrave, Rugby, North Dakota; Allan Tommy, Cheyenne Falls, Ohio; James Gussack, Weatherford, Oklahoma; Harry Reinhardt, Alton, Pennsylvania; William Gibson, Verrillion, South Dakota; Les Houston, Adamsville, Tennessee; Paul Bryant, Bay, Texas; Lee Shellfish, Halesick, Vermont; Paul Morris, Bowling Green, Virginia; Ralph Fisher, Moxleyville, West Virginia; Duane McCall, Oconto, Wisconsin.

Report of the Division of Publicity

Operations of the Division of Publicity during the calendar year 1957 continued to expand within the limitations of the specified budget in production and placing of advertising and production of promotional and informative materials designed to attract vacationers to Ontario. In addition operations continued a general programme designed to stress economic advantages through a restricted field of general publications, chiefly within Ontario and Canada.

Preliminary figures including direct mail inquiries indicate that the year from all aspects was successful, and that resort operators, hotels, motels, restaurants, merchants, etc., had a good year. As an indication, direct mail inquiries, based in part arising from our United States advertising programmes and those in other provinces, chiefly from Quebec, were 163,391. This figure is in contrast to 149,369 in 1956 and 140,072 in 1955, an increase of about 16% over 1955.

Again, an increase is shown in the recorded number of Traveller's Vehicle Permits, as compiled by the Dominion Bureau of Statistics, as compared with 1956. A total of 1,489,998 cars had entered Ontario between January 1 and November 30, 1957 as compared with 1,445,024 in the same period in 1956 — an increase of 44,974 entries.

The increase of direct mail enquiries, in part, may be attributed to a widening of the United States advertising programme, particularly into the State of California. This State, in comparison with others, continues to show a rising trend of inquiries for our materials, and continues in sixth position among the States in volume of direct mail inquiries. The U. S. daily newspaper programme was also widened into the States of Maine, Oklahoma, Texas, Vermont, Utah, and the space used continued as 75-line advertisements, but with greater continuity; instead of 6 advertisements, we were able to run 10 advertisements within the range of smaller space. And it does appear that the smaller space continues effective, with the motif of "free" stressed as to obtaining literature.

The United States magazines continued their strong position in drawing inquiries. In using smaller space, we were able to buy space in the larger magazines such as Saturday Evening Post, Life, Look, etc.,—a group that provides about 12,000,000 circulation, though the number or sequence of advertisements were reduced to four and in some instances three.

For the first time in its history, the Department embarked on the use of billboards in the United States. These carried an outdoor scene in bright colour and were placed for a one-month period at strategic points to cover entry in the northwest, the Sault, and the border points at southwestern, central and eastern Ontario. While their effectiveness is difficult to compute, yet reports indicate that the message carried was good and that they do play a part in the general programme of publicizing Ontario as a vacationland.

Radio was again used in key areas, the direct mail inquiries from this media being again a strong indication of its pulling power. Television was used in a restrictive way with a short 5-minute film being presented on a limited number of stations. Cost of television presentation continues problematical, in view of high costs, particularly in purchase of time or space, as well as production costs. In limited scale, however, plans are for further assessing of its use, based on the fact that its impact is strong.

It is increasingly evident that competition for the vacation dollar from various sources is mounting. Budget terms for travel to Florida, to Europe, and other parts of the world in which airlines and carriers join, undoubtedly influences the vacationer; most of these presentations — "budget terms for travel" are presented by advertising in newspapers and magazines. To counter or meet these attractive programmes, our own advertising programme needs constant reviewing and expansion. Expansion is indicated in most media and fields from where Ontario draws the large percentage of vacationers.

This is proposed under a slightly expanded budget. Even within our own Province, the campaign for "Know Ontario Better" continues to interest our own people to get about their own Province; in our neighbouring Provinces, too, our efforts are aimed to attract greater numbers.

Pieces of printed materials prepared and partly distributed in the calendar year were:

TRAVEL		GENERAL	
Lurebook, entitled "Restful and Zestful Vacationland"	380,560	"Ontario Government Services"	1,872,000
Travel Tips	350,000	Parliament Buildings	100,000
Things to See and Do	275,000	Heartland	70,000
33 Vacation Areas	375,000	This is Ontario	80,000
Angling	250,000	Directory-Guide	7,000
Cruising Ontario Waters	20,000	Economic Puzzles	70,000
Outstanding Attractions	250,000	Our Vacation in Ontario	100,000
History	50,000		
Golf Guide	50,000	Total number of pieces	2,299,000
Campsites and Roadside Parks	50,000		
Winter Sports	15,000	—Supplies of Heartland and This is Ontario totalling 40,000 additional to above were sent to Ontario House, London, England.	
Flying Facts	20,000		
Log Books	150,000		
Total number of pieces	2,255,560		
Total Travel	2,255,560		
Total General	2,299,000		
Total	4,554,560		

WHERE TO STAY — Divided into 33 areas, this publication giving data on all hotels, motels, resorts, etc., in the Province, was prepared and distributed in a total quantity by individual areas of 168,000. In addition, 300 bound copies, comprising an index, and one section applying to each area were prepared.

PROMOTION ITEMS — These included coasters, a project developed in 1956, but continued in wide demand, match books, enlarged to a 30-match size.

Coasters	225,000
Match Books	150,000
Total	375,000

Part of the coaster order of 50,000 included a special design and dated 1958. These will be distributed during 1958.

Summary of all projects and items prepared for distribution shows:

Total travel	2,255,560
Total general	2,299,000
Promotion	375,000
Where to Stay	168,000
Grand Total	5,097,560

UNITED STATES NEWSPAPER ADVERTISING

Smaller advertisements with greater and wider frequency were continued in this important field. Some 67 newspapers — an increase of 20 were used from April to June inclusive for a total of 536 individual advertisements; the States and a number of newspapers being respectively — California 7, Delaware 1, District of Columbia 3, Florida 5, Georgia 1, Illinois 5, Indiana 1, Iowa 1, Kentucky 1, Maine 1, Maryland 1, Massachusetts 4, Michigan 5, Minnesota 2, Mississippi 2, Nebraska 1, New Jersey 2, New York 10, North Carolina 1, Ohio 9, Oklahoma 2, Pennsylvania 5, Texas 5, Utah 1, Virginia 1, West Virginia 1, Wisconsin 2. Newspaper advertising continues to be the best source from which inquiries are drawn.

U. S. MAGAZINES

As in previous years magazines in the U.S. received a good proportion of our advertising with 49 being used in the spring to attract summer visitors, and 9 during late summer for the attention of fall hunters. The main change in these advertisements was cutting the size of the majority to 50 lines acceptable by the publications, increasing to 70 or 90 lines where smaller space was not available. This medium of advertising brought satisfactory results and will be repeated in 1958.

TELEVISION

The medium of television was used exclusively in the United States. Five-minute scenic films with an introduction and invitation by the Hon. Bryan L. Cathcart, Minister, were shown over stations at Buffalo and Rochester, N.Y., Milwaukee and Duluth, Wisconsin. The one exception to the use of United States television studios was Windsor, Ontario, which received the same programmes. The number of inquiries received from these stations were satisfactorily high although costs of this medium continue to rise.

BILLBOARDS IN UNITED STATES

New this year and not yet evaluated was billposting in the United States. This sustained at 14 points in 8 states for one month each during the month of May. The cities in which this form of advertising was followed were: Michigan City and South Bend in Indiana; Des Moines, Iowa; Port Huron, Michigan; St. Paul, Minnesota; Batavia and Utica, New York; Akron, Dayton and Toledo, Ohio; Altoona, Erie and Harrisburg, Pennsylvania; Madison, Wisconsin.

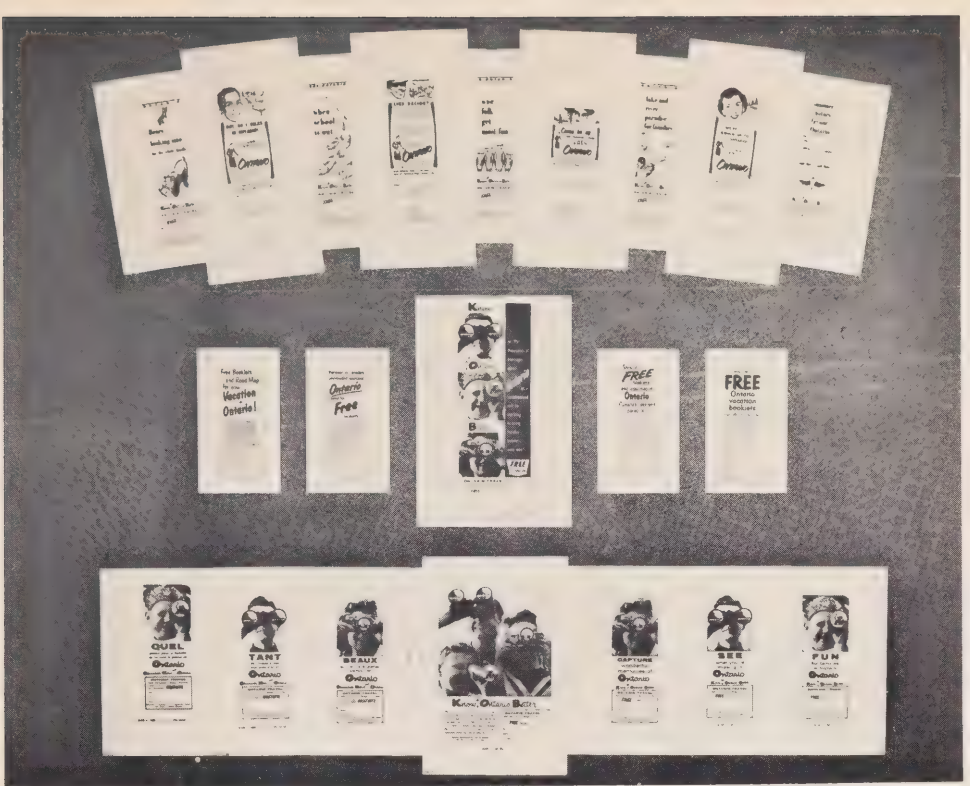
The colourful pictures showed a family party of four in their car driving along a sunny highway in summer. In the background is a sparkling lake with sailboat in full sail. It is felt that this method of advertising is influential in convincing those as yet undecided that Ontario has much to offer as a vacationland.

U. S. RADIO

Programmes were carried over 21 stations during 1957, an increase of 8 over 1956. Invitations to Ontario were broadcast from Cleveland, Buffalo, Rochester, Syracuse, Columbus, Cincinnati, and Pittsburg as in the previous year. The additional stations for 1957 were — Fort Lauderdale, Miami, Tampa and St. Petersburg in Florida; Kansas City, Mo.; Dallas-Fort Worth and Houston, Texas; and Milwaukee, Wisconsin. This extension of this scope of advertising was repaid by the inquiries received.

CANADIAN NEWSPAPERS AND MAGAZINES

Advertising in Canadian newspapers, periodicals and magazines was again used to advantage. The layouts for these were in the English or French language in accordance with that of the production. Some of these continued the theme "KNOW all ONTARIO



ADVERTISING AND BILLBOARDS

Proofs of the advertising programme carried on in the United States and Canada are shown above. Below is one of the billboards placed at strategic points in the U. S. adjacent to border entry points, extending from New York State, to Wisconsin, Minnesota and Michigan.

BETTER" which proved successful in previous years. Others carried pictures of wild life — animals or birds — with catch phrase captions. The layouts in French, which were distributed mainly in Quebec, carried the family theme in picture and in wording invited them to see the beauties of Ontario.

This medium of combined languages brought results of a satisfactory nature as it had previously. Advertisements were all carried in black and white.

A new approach in format for "K.O.B." was made in 1957. Via Ontario newspapers a special advertisement was carried in 28 special vacation supplements. This consisted of a full page layout in black and white carrying the K.O.B. slogan and picturing healthful summer sports.

SUMMARY OF ADVERTISING

A summary of the approximate reading audience based upon our advertising programmes in the United States and Canada shows:

	No. of Publications	No. of Messages	Circulation per Message
U. S. magazines	49	196	28,000,000
U. S. Daily newspapers	67	670	29,000,000
Canadian magazines	17	68	3,000,000
Canadian newspapers	310	920	3,500,000
	<hr/> 443	<hr/> 1,854	<hr/> 63,500,000

In regard to U. S. radio, the approximate listening audience shows:

Stations	Spots	Listening Audience per Spot
21	210	2,225,000

It is estimated that the television spots were viewed by an audience of 2,000,000 for each spot.

In billboard viewing, its approximate audience for one month was for all boards 3,000,000.

ETHNIC PRESS IN ONTARIO

A programme commenced in 1956 and continued this year was the placing of advertisements in 32 foreign language newspapers emanating in Ontario. These were for the benefit of new Canadians, and were printed in Chinese, Czech, Dutch, Estonian, Finnish, German, Hungarian, Italian, Japanese, Jewish, Latvian, Lithuanian, Polish, Russian, Serbian and Ukrainian. The schedule of these advertisements was one monthly participated in by all Departments of the Ontario Government. Satisfactory inquiry returns by key number and code were made to this Department, on the travel advertising.

RADIO IN ONTARIO

To acquaint listeners with dates of various district festivals, special broadcasts were repeated. As in previous years they included the spring "Blossom Week" and the late summer "Grape Festival" in the Niagara Peninsula; the "Tomato Festival" in Leamington, also in late summer; the "Colour Cavalcade" and "Festival of Colour" in Muskoka and Haliburton, in the autumn spot announcements were placed on all 38 radio stations. It is felt by the managers of these associations that much is done by these broadcasts to acquaint the public with the attractions connected with these events, and to influence people to attend them.

CO-OPERATIVE ADVERTISING

This Department again was a partner in the Northern Great Lakes Area Council and with that body accepted proportionately its share of advertising in the "National Geographic" and "Holiday" magazines in the U.S. This association is comprised with Ontario of Michigan, Minnesota, Wisconsin, all states bordering on the Great Lakes.

TRAVEL PUBLICATIONS

The following pieces were included in publications issued by this Division.

Lure Book	380,560 copies. This was a notable advance in attractiveness of the many fine lure books published in previous years and received generous praise from critics. Requests for it were received from all parts of the world. The cover featured the motif adopted for all brochures for 1957 "ONTARIO, CANADA'S VARIETY VACATIONLAND for a zestful, restful VACATION". It was printed in part colour and black and white on linen type paper, and confined to pictures and captions. A small percentage of the total printing will be carried over into 1958 for the benefit of early inquirers.
Travel Tips	355,800 copies. A pocket size book to supplement the "Lure Book" giving detailed information to the inquirer on all general subjects. A slightly enlarged scope of information than was covered in 1956, the first year of publication.
Angling	250,000 copies. Previously known as "Outdoors", this, as its name implies, gives aid to the disciples of Isaak Walton, in following dates, seasons and districts of their fishy prey. A "must" for the angler.
Things To See and Do	275,000 copies. A folder which has been enlarged over the 1956 issue. Its title clearly indicates the type of information contained therein and is one of our most sought after folders.
History Folder	This folder not repeated in 1957 as a sufficient number was printed in 1956 to cover two years.
Where to Stay	168,000 copies. A complete list by area of all licensed establishments, edited and reprinted yearly. Complete information for the traveller on all types of accommodations.
Cruising Ontario Waters	200,000 copies. A reprint of 1956 booklet. For owners of water craft only, suggesting routes, and giving information on supply depots and charts.
Winter Sports	25,000 copies. A completely new design containing information pertinent to each of the 33 areas. There is more information in this new folder than has previously been compiled.



GENERAL PUBLICATIONS

Among general publications are "Ontario Government Services," and the brochures "Heartland of Canada," and "To-day in Ontario," and other display and informative materials.

33 Vacation Areas	375,000 copies. A brief description of the attractions in each of the 33 areas. A four coloured and illustrated folder to quickly acquaint prospective visitors with attractions in various districts.
Outstanding Attractions	250,000 copies. A supplement to "Things to See and Do". A plainer folder giving more detailed information on sports, the arts, seasonal festivals and items of local interest.
Golf Folder	50,000 copies. Of interest to the golfer giving all obtainable information on clubs and tournaments.
Log Books	150,000 copies. A completely new format. Distributed to retain the history of a trip lasting two weeks. This item is mainly for use at the Reception Centres, but is supplied on request from the main office of the Information Branch.
Camp Sites and Roadside Parks	50,000 copies. A repeat of this popular booklet. Information for the camper and transient visitor, giving facilities and availabilities of all known camping and picnic grounds.
Flying Facts	20,000 copies. Of invaluable information on all matters of general interest to the airborne traveller. Inset with coloured map spotting air and sea ports in Ontario. A larger amount printed than previously, keeping pace with the greater trend towards air travel.
Fishing Regulations	25,000 copies. Distributed after printing and in co-operation with the Department of Lands and Forests as in 1956.

SPECIAL PROMOTIONAL ITEMS

Coasters	100,000 aluminum coasters stamped in two designs, 50,000 dated in 1957 to be distributed in that year, the remainder dated 1958, for early distribution in that year. This is one of the most successful items and innumerable requests are received for it.
Book Matches	200,000 books of matches with cover design using the Provincial Coat of Arms and flower. This is also an extreme popular item, one which is very hard to keep in stock.

GENERAL PUBLICATIONS

New York Times Supplement

Early in the year, the Division was assigned to prepare in conjunction with the Treasury Board a special supplement on Ontario for publication by the New York Times in their Sunday edition of April 17. Accordingly, the Director was authorized to work in conjunction with the New York Times and various agencies of the Government in preparing pictures and editorial material in the voluminous subject. Nearly all Departments co-operated in preparing basic materials on their operations which was reduced for publication in the limited space; the special supplement be-

ing of 48 pages. The Department of Travel and Publicity was assigned the back cover page. This advertisement pointed on the Province's vacation advantages drew some 2,000 inquiries from the coupons accompanying the advertisement. Copies of the special supplement were distributed by the Division of Publicity to various sources within Ontario and Canada; additional copies were sent to Ontario House, London, and to the offices in New York and Chicago of the Department of Planning and Development. It appeared that the special supplement attracted wide attention, coupon inquiries being received from various parts of the world, and did result in a good presentation in this important medium.

Parliament Buildings

100,000 copies. A history of the Ontario Parliament Buildings intended mainly for visitors to that establishment. Thousands of sightseers are escorted through these buildings annually and presented with these coloured, illustrated brochures as souvenirs of their visits.

Heartland of Canada

70,000 booklets, which includes 30,000 requested by Ontario House, London, England, the latter being imprinted with a special message for use in Great Britain only. This is a well illustrated booklet pointing out highlights of all types throughout the Province. A cross between a "Lure Book" and a business survey, a great number of these being presented to scholars and other educational groups. This book was completely revised and a new format adopted this year.

This Is Ontario

80,000 booklets. A survey of the business life of Ontario, both actual and prospective. All phases of industry are covered briefly, as is the work and scope of the influence demonstrated by all Departments of the Provincial Government, the Government of Canada, and others at local levels. This booklet stresses the fact that information contained therein is general, and does not claim to answer all detailed inquiries. These should be referred to such departments as are specifically concerned with them.

Directory-Guide

7,000 copies. A book that relates the work of the Ontario Government by Department. It also indexes the Members of the Executive Council, Members of the Legislative Assembly. Contains also names and dates of Lieutenant Governors; Speakers of the Legislative Assembly; Representation of the Assembly; Premiers of Ontario; Clerks and Sergeants-at-Arms of the Assembly. An increased amount was printed this year to meet the growing demand for this handy book.

Economic Puzzle Map

70,000 made. The number of requests for this jigsaw puzzle continues to mount and more puzzles were made this year to meet the growing demand. Schools and educational institutions absorb the major portion of those distributed but many individual requests are also received.

**Ontario Government
Services**

A bi-monthly bulletin which continues to enlarge its circulation. Approximately 104,000 copies of each of the 18 issues were mailed. Requests for inclusion on the mailing list continue to be received daily, and adding names, changing addresses and otherwise keeping this large mailing list up-to-date is part of the work of this branch of the Division. Features written by members of this Division were reprinted in other newspapers.

Travel News

Five Travel News Releases were made this year and mailed to a list of some 4,500 including editors of newspapers, Travel editors and officials and K.O.B. throughout Canada and the United States. Quotations from these were used in newspapers across the continent.

Publicity Kits

Samples of all our publications were mailed to newspapers in Canada and the United States where our advertising was placed. This resulted in many feature articles being written in these newspapers.

Picture Service

Glossy prints of attractive pictures were mailed to all editors of newspapers where our advertising was placed and repeats of these were mailed on request.

Featurettes

Three pictorial releases were provided last spring and early summer to a United States news service, which distributed them to newspapers in each state, resulting in wide publicity for the province.

Queen's Visit

A special advertisement was placed in Ottawa and Toronto newspapers on the occasion of the visit of Her Majesty Queen Elizabeth II, welcoming her to Canada.

STATISTICS

Statistics were compiled for the second year in this Division on the average costs per inquiry of advertisements in all media of advertising in Canada and the United States; and finally the average of over-all cost per inquiry.

G. W. HOGARTH,
Director, Division of Publicity.

Report of the Development Branch

The Development Branch is particularly charged with the administration and enforcement of the Department of Travel and Publicity Act, the Tourist Establishment Act and with " . . . encouraging and promoting improvement in the standards of accommodation, facilities and services offered to tourists . . . " (Department of Travel and Publicity Act).

In order to efficiently carry out the functions and responsibilities of the Branch, regional and district offices are located throughout the Province which are permanent in nature. These offices and their personnel are under the immediate supervision of the Chief Inspector who is located at head office in Toronto.

FIELD ORGANIZATION

Regional Office

Since there is a dual control exercised over tourist accommodation in that portion of Ontario lying north and westerly of the C. N. R. railway line extending from Parry Sound to Pembroke, a regional office under the jurisdiction of a regional supervisor is maintained at North Bay to co-ordinate the practices of the district representatives so that the greatest degree of efficiency may be effected as well as maintaining co-operative liaison with the other Department concerned, namely, the Department of Lands and Forests. The dual control referred to concerns those places defined in the Game and Fisheries Act as tourist outfitters' camps. They are licenced by the Department of Lands and Forests and supervised by this Department according to the Regulations made under the Tourist Establishments Act. No dual control exists over those establishments licenced by this Department.

The Regional Supervisor has under his administration the district inspectorates of Kenora, Sault Ste. Marie, North Bay and those parts of Huntsville and Arnprior which lie north of the aforementioned railway line.

District Offices

Eleven district offices have been established throughout the Province by this Branch. Each is staffed by a district inspector and a secretary. In addition, three permanent inspectors have been assigned to the field staff. During the summer months of 1957, 17 temporary inspectors and 9 temporary clerk typists were employed additionally.

The duties of District Inspectors and Inspectors include:—

- Licencing of tourist establishments in villages, townships and unorganized municipalities

- Inspection and report on tourist establishments

- Inspection and report on tourist outfitters' camps licenced under the Game and Fisheries Act

- Counselling operators of tourist establishments and tourist outfitters' camps

- Advising and assisting prospective operators

- Analyzing and reporting upon the tourist business and trends in the trade

- Maintaining liaison and co-operating with municipal officials, health units and health officers, law enforcement officers, chambers of commerce, local tourist associations, regional tourist organizations, etc.

- Investigating and, if possible, resolving complaints

- Promoting local interest in tourist matters.

- Assisting local and regional authorities in the development and promotion of travel in and into Ontario

- Advising and co-operating with the licence issuers in cities and towns

District offices have administrative areas as follows:—

KENORA DISTRICT—Kenora, Rainy River, Thunder Bay, western part of Cochrane.

SAULT STE. MARIE DISTRICT—Algoma, Manitoulin, western part of Sudbury.

NORTH BAY DISTRICT—Part of Nipissing, Temiskaming, part of Parry Sound, eastern part of Sudbury, eastern part of Cochrane.

HUNTSVILLE DISTRICT—Haliburton, part of Parry Sound, part of Muskoka.

ORILLIA DISTRICT—Simcoe, part of York, part of Ontario, part of Muskoka, Dufferin.

OWEN SOUND DISTRICT—Grey, Bruce, Huron, Perth.

LONDON DISTRICT—Essex, Kent, Lambton, Elgin, Middlesex, Oxford, Norfolk, Brant, Haldimand.

KITCHENER DISTRICT—Welland, Lincoln, Wellington, Waterloo, Wentworth, Halton, Peel, part of York.

PETERBOROUGH DISTRICT—Durham, Northumberland, Peterborough, Victoria, part of Hastings, part of Ontario.

NAPANEE DISTRICT—Prince Edward, Frontenac, Lennox and Addington, part of Hastings.

ARNPRIOR DISTRICT—Renfrew, Lanark, Carleton, Leeds, Grenville, Dundas, Stormont, Glengarry, Russell, Prescott, part of Nipissing.

LICENCING

Under the Tourist Establishments Act licences are issued by:—

- (a) municipal corporations in cities and towns, and
- (b) the district inspector of the Department in all other municipalities and unorganized areas.

A total of 5,464 licences were issued, 755 of these by cities and towns and 4,708 by the district inspectors. 57 licences were transferred due to a change in ownership.

30 licences were refused

1 licence was suspended

1 licence was cancelled

22 licences were issued or re-issued that had been previously refused, suspended or cancelled

No prosecutions were undertaken against operators in 1957.

STATISTICS

A comprehensive breakdown by districts of the accommodation under the jurisdiction of this Branch is shown in Appendix A at the end of this report. The following statistics are dealt with under sub-headings in order to give some indication of the various duties performed by the staff.

INSPECTIONS, SPECIAL VISITS AND CORRESPONDENCE

A total of 10,406 visits of all types was made. Of these 5,857 were inspections of tourist establishments and 1,495 were inspections of tourist outfitters' camps. 1,134

tourist establishments and 307 tourist outfitters' camps were visited more than once. 1,613 visits were made with prospective operators, municipal, public health, law enforcement and various other officials and individuals.

More than 2,000 letters were sent to tourist operators concerning the operation of their establishments and approximately 10,000 form letters were sent to this group for a variety of other purposes.

During the course of inspection it was found that immediate improvements, some of a minor nature, were required at 1,569 establishments in order to conform to the minimum requirements under the Tourist Establishments Act. In these cases the operators were advised at the time of inspection and later the requirements were confirmed by letter. Upon recheck of the above mentioned places it was found that 1,355 conformed with the requirements within a specified time and that 316 were given until the commencement of the 1958 season to complete major improvements. 53 operators either failed or refused to attempt the required improvements and these cases were referred to head office and dealt with directly by the Chief Inspector.

MEETINGS ATTENDED

Personnel of the Branch participated in 201 meetings of tourist organizations and other bodies allied with the industry. At 30 of these, they were engaged as the principal speaker.

COURSES ATTENDED

In seeking to keep abreast with modern trends, in 1957 the district inspectors were enrolled at educational courses, listed below, to further their knowledge on the allied fields.

- Fire Inspection Practices Course
- Electrical Inspection Practices Course
- Forest Fire Prevention Course
- Chamber of Commerce Secretarial Course
- Tourist and Resort Institute, Michigan State University.

CONSTRUCTION

Close contact was maintained in all cases of construction at tourist establishments and tourist outfitters' camps. This included completely new establishments and additions to existing establishments. In most instances the district offices or head office established liaison with the operator or prospective operator before the start of construction either by direct correspondence or personal interview. Plans and blueprints were examined by the inspectors and where indicated, helpful and constructive criticism was offered. Also, periodic visits were made at all establishments when construction was in progress.

Figures to date indicate that approximately 1,250 units have been planned for 1958 at a total of 216 establishments.

The greatest volume of building took place in the motel field with 1,261 units having been completed in 1957. The following charts show the breakdown of all construction which took place at completely new establishments and all construction which took place in the form of additions or extensions to existing establishments. In addition to this, rental units in many establishments were renovated or modernized during the year.

Chart 1. This chart shows the breakdown by district of the 185 completely new establishments with a total of 1,145 units that were built in 1957.

	Motels		Cottages		# Units Cabins		Lodges		Hotels & Inns	
	#	Units	#	Units	#	Units	#	Units	#	Units
Kenora	7	54	13	37	1	2	3	11		
Sault Ste. Marie	10	112	10	25	4	14	4	12	1	8
North Bay	8	67	8	23			2	11		
Huntsville	2	13	18	52			3	8		
Orillia	9	56	6	21	1	1				
Owen Sound	3	26	2	5	1	2				
London	6	60	1	2						
Kitchener	6	115								
Peterborough	6	96	2	5						
Napanee	3	18	4	8						
Arnprior	13	196	25	74	2	6	1	5		
Totals	73	813	89	252	9	25	13	47	1	8

Chart 2. This chart shows the breakdown by district of the additions that were built at 384 existing establishments with a total of 920 units.

	Motels		Cottages		Cabins		Lodges		Hotels & Inns	
	#	Units	#	Units	#	Units	#	Units	#	Units
Kenora	9	68	16	32			2	5		
Sault Ste. Marie	5	43	14	21	1	1	4	5		
North Bay	6	17	21	26			7	15		
Huntsville	1	6	23	32	2	8	6	10		
Orillia	1	4	15	34	5	8	2	8		
Owen Sound	14	43	21	34			2	3	2	5
London	21	95								
Kitchener	19	164	1	1	1	1				
Peterborough	6	47	46	90	2	9	15	25	3	5
Napanee	4	15	29	36	1	1				
Arnprior	21	86	29	37	3	9	4	11		
Totals	107	588	215	343	15	37	42	82	5	10

ACCOMMODATION

The steady improvement in accommodation offered to the travelling and vacationing public recorded in previous years continued in 1957. This year there were 7,114 tourist establishments and tourist outfitters' camps offering 67,593 rental units of accommodation to tourists. 1,097 of these establishments operated year round. In 1956, in comparison, there was a total of 7,065 establishments offering 65,665 units and 996 places operated continually throughout the year. The trend therefore, appears to be toward larger establishments with more units. The small, part-time operators will find increasing competition from these larger places. There is an increasing demand for good, modern housekeeping cottages. Appendix A attached hereto gives a breakdown of the accommodation available in each inspectorial zone by type.

Under the heading of 'Construction' is a complete picture by inspectorial zones of the construction of various types which was completed in its entirety during 1957. A total of 331 establishments were either opened as new or reopened after having ceased to operate for a year or more and a total of 1,849 rental units were involved. 234 establishments with 1,579 units went out of operation and of these 101 establishments went out of business because of business competition and the fact that their accommodation had become obsolete.

COMPLAINTS

A total of 86 formal complaints were lodged by tourists during the year and in addition to these the Branch received 26 referred and 12 trivial complaints.

An endeavour is made to resolve all cases of complaint by correspondence and, where indicated, by the visit of an inspector.

23 of the formal complaints received referred to tourist outfitters' establishments which are licenced by the Department of Lands and Forests and 21 referred to tourist establishments licenced by this Department. 26 complaints referred to matters outside the jurisdiction of this Department and were taken up with the authorities concerned. These included complaints against restaurants, service stations, retail outlets, customs officials, police, a taxidermist and a number of operators of cold storage lockers. Numerous comments were received from tourists concerning the rate of exchange of the U.S. dollar.

Most complaints followed the pattern of former years although it is noted that more criticism was levelled at customs officials and police constables than formerly. There were 19 complaints regarding unsanitary conditions, 13 of overcharging and high prices, numerous formal and informal comments concerning misrepresentative advertising, rudeness and failure to honour reservations.

Letters of complaint often contain constructive criticism and also favourable comments such as praise of our superior highways, scenery, points of historic interest, accommodations, camp sites, etc.

There were 4 instances of discrimination against coloured people and these cases were handled by the Ontario Department of Labour under the authority of the Fair Accommodation Practices Act (1954).

Of the total number of complaints received, only 2 remained unresolved at the end of the calendar year.

EDUCATION AND PUBLICATIONS

Tourist Conferences

The programme of conducting tourist conferences and tourist operators' short courses is continuing to be maintained. These educational functions are to develop and promote travel in and into Ontario and to assist operators in their improvement of standards of accommodation, services and facilities offered to tourists. The conferences and short courses took the form of lectures, demonstrations, displays and discussions on subjects having a direct bearing on the travel industry.

In recent years the Branch broadened its activities in this field and presented programmes of interest to those people, including tourist operators, who benefit directly from the travel industry. The direct beneficiaries of travel include retail outlets, local industries, garages and service stations, restaurants, etc. as well as tourist establishments. This move proved popular and valuable assistance was received from Chambers of Commerce and Tourist Associations in publicizing, promoting and co-ordinating the conventions. It is intended that the Branch will broaden its activities in this field still further in the near future.

Publications

The publications of this Branch are designed for the information and guidance of tourist operators and prospective tourist operators. Publications, produced by the Branch staff for the direct benefit of those people actively engaged in the tourist industry, are very popular and their demand is increasing steadily. In addition to those

produced by the Branch, publications by outside authorities are stocked in quantity. Available publications include:—

- Motels in Ontario
- Fishing and Hunting Resorts in Ontario
- 100-to-Dinner (quantity recipes)
- Recommended Trade Publications
- How to Profit from the Tourist Industry
- Notes and Suggestions on the Operation of Tourist Homes

The Branch has continued to prepare for printing and general distribution to tourists, a list of all licenced tourist accommodation and all recognized camping places available in the Province. In addition, a publication has been revised which lists all airport and seaplane bases in Ontario with specific and general information on a number of subjects of interest to the flyer. These publications are:—

- Where to Stay in Ontario
- Camp Sites and Roadside Parks in Ontario
- Ontario Flying Facts

In addition to the aforementioned publications, a library of books dealing specifically with the travel industry is being organized and is available to personnel of the Department and other recognized tourist organizations.

TRADE PUBLICATIONS

The Canadian trade publications dealing with accommodation and food services are to be commended for the excellent and increasing coverage which is being given to matters affecting the tourist industry.

SURVEYS

In continuance of the policy of making efforts to accurately measure Ontario's travel industry in relation to its impact on our citizens generally, the Development Branch inaugurated a two-way survey plan to determine in detail the principal vacation activities of the millions of United States visitors to Ontario and to create an economic breakdown of the factors attendant. It is hoped the magnitude of the undertaking will not prove too great to repeat annually to facilitate running comparisons from year to year and to gather trends graphically.

A total of 15,000 questionnaire forms pertaining to the aforementioned activities for the 1957 summer season were packaged with a friendly letter, signed by the Minister of the Department of Travel and Publicity. These forms were allotted according to the volume of traffic at Ontario's 14 border-point Tourist Reception Centres. In turn, they were mailed at the rate of 1,000 per week to names selected at random from the registers covering the period May 1st to September 15th.

The questionnaire contained more than 70 items to be answered and a space inviting about a hundred word description of their holiday with suggestion for improvements to our attractions. Nevertheless, by December 1st over 3,400 replies were received. A tally showed that less than 10% failed to answer each and every question; and constructive criticism was expressed in the most friendly terms. 3,000 answers and opinions have been duly tabulated. Some 125 letters of special acknowledgement have been sent out. All who replied were forwarded a coloured pictorial souvenir map of Ontario.

Processing the results of the tabulations will necessarily have to be a separate project and the full analysis produced in a form readily visualised. This is planned to be

made available for the benefit of the 1958 season. However, the survey clearly reveals, and confirms, a few of the important points so often stressed at Chambers of Commerce meetings and Tourist Conferences — that, whereas accommodation proper may seem to be the major element in the tourist economic picture, it is very far from fact. Merchandise, food services and purchases, garage facilities and entertainment, quite apparently will show surprising percentages of the Tourist Dollar estimate. Also, that fishing attractions, exclusive of mere "sightseeing", come far down the list of principal vacation activities. Finally, that except for the obvious exchange problem there is little serious adverse comment noticeable.

ASSOCIATIONS

Co-operation and assistance has been uniformly forthcoming from the trade associations directly connected with the tourist catering industries:—

The Ontario Hotel Association

The Association of Tourist Resorts of Ontario

The Ontario Tourist Courts Association

The Northern Ontario Tourist Outfitters

The Canadian Restaurant Association

There is an encouraging increase in the number of new regional and local associations and in the activities of the older ones. The Branch personnel endeavour to assist and promote such associations wherever possible.

TRENDS

While a decrease in the volume of U.S.A. visitors was reported by resorts in Ontario, motels or transient accommodation showed an increase. This indicates that visitors are more inclined than in previous years to take a touring type of holiday. It means also that the length of stay at any one place has been reduced. This change in travelling habits, therefore, has produced a demand for more motels and new construction in 1957 substantiates this fact. It has been noted however that travel among the residents is on the upsurge. Both resort and motel accommodations report increased business from Canadians, due it is thought, to the programmes "Know Ontario Better" and "Know Canada Better" sponsored by the Ontario Department of Travel and Publicity and the Canadian Tourist Association respectively.

Tourists today are demanding more and better facilities and are disposed to shop around in order to find accommodation at a reasonable rate. It is interesting to note that operators are meeting this challenge by programmes to effect improvements in their business standards and to generate increased interest in community or area activities to develop interesting and attractive features for recreational enjoyment.

J. R. McHATTIE,

Director, Development Branch.

APPENDIX A
TOURIST ACCOMMODATION IN ONTARIO BY INSPECTORAL ZONES
AND TYPE OF ESTABLISHMENT

T.E.—TOURIST ESTABLISHMENT
T.O.—TOURIST OUTFITTER
EST.—No. OF ESTABLISHMENTS
R.U.—RENTAL UNITS OF ACCOMMODATION
AVAILABLE TO VACATIONISTS

INSPECTORAL ZONES		CABIN		COTTAGE		MOTEL		LODGE		LODGE Establishment		TOURIST HOME		HOTEL Establishment		INN		INN Establishment		Trailer & Tent Establishment		DISTRICT TOTALS		YEAR ROUND OPERATIONS
		Est.	R.U.	Est.	R.U.	Est.	R.U.	Est.	R.U.	Est.	R.U.	Est.	R.U.	Est.	R.U.	Est.	R.U.	Est.	R.U.	Est.	R.U.	Est.	R.U.	
Kenora	T.E.	29	207	35	231	46	536			3	59	2	10			2	42			1	45	118	1130	43
	T.O.	47	326	265	1506	10	130	2	23	198	1430											522	3415	11
Sault Ste. Marie	T.E.	22	173	7	18	39	504	1	6	2	8	1	3	5	81	5	87	1	8			83	888	39
	T.O.	9	54	165	896	5	53	4	42	147	1208					1	6	2	25			333	2284	12
North Bay	T.E.	60	342	37	275	51	534			3	37					6	103	1	13	3	69	161	1373	50
	T.O.	10	54	375	2355	11	143	3	25	150	1508					1	6	1	8			551	4099	10
Huntsville	T.E.	91	586	313	1700	21	198	23	559	187	3941	3	17	6	136	6	97	10	241			660	7475	34
	T.O.			75	468			6	61	47	456											128	985	
Arnprior	T.E.	107	852	277	1307	106	1591	7	101	50	660	34	299	3	37	7	223	6	95	3	49	600	5214	119
	T.O.	2	23	23	139	1	17			10	81									1	12	37	272	2
Orillia	T.E.	360	3165	388	2575	70	836	37	883	111	2826	20	132	7	140	21	461	7	122	5	159	1026	11299	92
Owen Sound	T.E.	99	720	192	982	38	437	11	189	27	388	19	153	38	922	1	14			12	264	437	4069	88
London	T.E.	98	791	201	1202	183	2412	14	176	10	85	37	276	8	150	8	204	1	51	11	382	571	5729	181
Kitchener	T.E.	151	1661	48	480	281	4682	1	10			52	652	5	78	7	84			9	373	554	8020	244
Peterborough	T.E.	75	1298	483	3096	56	778	17	171	128	1045	13	268	5	131	12	185	8	94	3	254	800	7320	79
Napanee	T.E.	56	395	288	1362	48	745	9	90	111	1193	5	39	5	98	5	32	5	57	1	10	533	4021	93
TOTAL		1216	10647	3172	18592	966	13596	135	2336	1184	14925	186	1849	82	1773	82	1544	42	714	49	1617	7114	67593	1097

Report of the Information Branch

The Information Branch is the Department's channel of communication. As such, its primary function is to help establish an ever closer link between the tourist and those engaged in providing tourist services. The distribution of Departmental and other organizational literature and the answering of approximately 210,000 enquiries, as well as the operation of fourteen Ontario Tourist Reception Centres, are the principal means of accomplishing this purpose. Listed below is a brief enumeration of the chief activities engaged in by the Information Branch.

RECEPTION CENTRES: The supervision and administration of fourteen Ontario Tourist Reception Centres, twelve of which are located at Ontario-United States border points. The staffs at these Centres are trained and inspected regularly during the months of May to October inclusive. Of the fourteen Centres, three remain open all year.

TRAVEL AND SPORTSMEN SHOWS: These events are attended by staff members who prepare, erect and man a display booth or information exhibit where the enquiries of prospective tourists are answered both orally and through the use of printed tourist material.

DISTRIBUTION OF LITERATURE: Distribution of all Departmental travel publications and determining the quantities to be allotted to various Travel and Tourist Agencies, Chambers of Commerce, Boards of Trade, Clubs, etc. throughout the world. In addition, the Information Branch co-operates with proprietors of resorts, hotels, camps, etc. in the distribution of their material.

REGIONAL LISTS: The compiling, printing and mailing of a daily list of potential vacationists to more than 350 Chambers of Commerce and Boards of Trade, Outfitters Associations, and individual resort operators throughout Ontario.

STATISTICS: The keeping of statistics on the results of advertising for the Department in daily newspapers, magazines, periodicals, etc., and also all statistics on the entry of tourists, their interests, length of stay, etc. in relation to the operation of Ontario Government Tourist Reception Centres.

TOURIST CORRESPONDENCE: The processing of all direct mail enquiries, amounting to more than 30,000 per month during the busy season.

DIRECT MAIL ENQUIRIES

Individual mail requests for literature and information, largely coupon returns from Ontario travel advertising, increased with 163,391 enquiries received during the calendar year 1957 as compared to 149,369 during the year 1956.

Indirect mail enquiries received from sources other than as a result of Departmental advertising (i.e. enquiries referred to the Department by the Canadian Government Travel Bureau, and prospective vacationist enquiries resulting from sports and Travel Shows) showed a decrease with 45,474 requests recorded in 1957 as compared with 45,791 in 1956.

The grand total of enquiries serviced showed a marked increase with 208,865 in 1957 as compared to the 1956 total of 195,160.

From February 1st until July 1st, 116,733 enquiries were received and answered, an increase of 5,326 for the same period in 1956. The average for this five-month period in 1957 was 5,838 enquiries per week. The peak month for mail was May with 38,158 letters and coupons; April followed with 31,674, and June was next with 20,932.

The service of providing an "Enquiry List" was maintained on a gratis basis to Chambers of Commerce, Boards of Trade and Tourist Organizations. In addition, the Lists were made available to individual operators for a nominal fee of \$7.50 per year. In 1957 the Information Branch prepared 216 lists containing 13,324 names of prospective vacationists, as compared to 203 lists containing 16,801 names during 1956. Comments regarding the usefulness of the Enquiry List received from active Chambers of Commerce, Tourist Organizations and individual operators clearly indicate strong approval that the service be continued.

In addition to the foregoing, close liaison was maintained with the Canadian Government Travel Bureau, railways, airlines and other transportation services, motor travel clubs, oil company travel services, magazine and newspaper travel bureaus, travel agents, Canadian Consulates and like offices abroad, both in arranging for distribution of Ontario literature and in handling specialized enquiries which came to their attention.

A permanent staff of 29 was employed at Head Office, with an additional 6 temporary employees during the spring and early summer when enquiries are at their peak. As in previous years, the staff was able to handle the situation because of an arrangement with a commercial addressing service which addressed more than 90,000 envelopes.

RECEPTION CENTRES

Well-trained and courteous staffs at the fourteen Ontario Tourist Reception Centres extended the Province's first official welcome to 528,796 visitors. Free information and travel assistance was provided at these Centres by 8 male supervisors, 4 female supervisors and 56 female receptionists wearing the colourful 'Mountie-style' uniform. Typical of the services provided at these Centres are the following:

1. Free road maps and Ontario literature.
2. Maps of other States and Provinces.
3. Writing facilities and free stationery.
4. Clean washrooms.
5. First-aid kits.
6. Sewing kits.
7. Angling and hunting licences (in most cases).
8. Railway, bus, airline and ferry schedules.
9. Free postcards.
10. Telegraph facilities.
11. Local and long-distance telephone (where it is necessary to call ahead to obtain accommodation for a traveller, this is done at no expense to him. This service has proven to be a public relations feature which has drawn a great deal of goodwill for Ontario, at small cost).

At several Centres free cups of tea are served to travel-weary guests. This gesture of hospitality has been graciously received by visitors as a token of genuine friendliness. The fact that the serving of tea is something seldom encountered outside the home and is so truly Canadian points up right at the outset the atmosphere of a foreign vacation.

Visitors to the Centres are given a "Comment Card" on which they are invited to write their criticisms and suggestions upon completion of their visit. Of the thousands of these cards returned in the mail nearly all are highly complimentary, both for the friendliness, courtesy and service received at the Centres and the general vacation en-



RECEPTION CENTERS WELCOME VISITORS

Fourteen reception centers welcome each year several million visitors and vacationers to Ontario. Above the Reception Center is shown at Point Edward, near Sarnia; below, the Reception Center at Pigeon River, north western Ontario.

joyment provided by Ontario. The suggestions contained in the cards serve as a valuable assessment of our tourist services and where they may be improved. Each card returned receives a reply of appreciation with an explanation as to how each suggestion is studied and acted upon wherever possible. Moreover, the visitor is cordially invited to come again to Ontario for his vacation.

Staffs for the Centres are carefully chosen and, for the most part, are re-employed from year to year with preference being given to intelligent and courteous university students wherever possible.

Reception Centres and Staff:

Location	Supervisor	No. of Receptionists
Cornwall	Miss L. Ross	3
Fort Erie	B. Wilson	3
Fort Frances	Miss N. Cornell	3
Hawkesbury	R. Cuillerier	3
Homer	D. R. Allan	5
Ivy Lea	E. Wills	3
Kenora	G. T. Beatty	3
Middle Falls	Mrs. H. D. Keane	1
Niagara Falls	D. R. Allan	6
Point Edward	E. L. Hardy	10
Prescott	R. Clarke	3
Sault Ste. Marie	L. McAuley	4
Windsor	Mrs. D. Heller	9 (two Centres)
		—
		56
		—

In addition to the fourteen Ontario Tourist Reception Centres, 4 female uniformed Guide-Receptionists conduct hourly tours through the Main Building of the Parliament Buildings, Toronto, provide information and direct visitors to the various governmental offices. A total of 23,314 persons were conducted on tours of the Buildings and Legislative Chambers. This total is composed of 16,399 students, 5,057 individual visitors, and 1,858 persons of other groups.

At the Travel Information Desk in the Main Building of the Parliament Buildings two uniformed receptionists gave information and literature to 3,855 visitors and answered 2,352 telephone enquiries.

MOBILE RECEPTION CENTRE

A specially designed trailer, making its first appearance at the Canadian National Sportsmen's Show in Toronto, provided Information Branch with a "Mobile Reception Centre." Even before its completion, the trailer had received so many invitations to Canadian and United States centres and events that it was in constant use throughout the entire summer and fall of 1957. The trailer, designed for easy access and illustrating Ontario's many vacation attractions, proved invaluable as an information exhibit. Its mobility and ease of setting up saved many man-hours usually required in erecting and dismantling the conventional Information or Exhibit booth.

The trailer received much favourable publicity from the press, radio and television both in Canada and the United States. It should prove its further value in the future as a mobile classroom for Reception Centre staffs across the Province, and as a means of assessing the flows of tourist traffic to determine the necessity and location of additional Reception Centres.



DISPLAYS AND MOBILE RECEPTION CENTER

The Department of Travel and Publicity presents each year along with other Ontario Government Departments, a display at the Canadian National Exhibition, Ontario Government Building, the entrance shown above, and a large display map center. Below is shown the new mobile reception center, used in various parts of Ontario and the States, and at outdoor shows, etc. The mobile reception center was introduced for operation for the first time during 1957.

DISTRIBUTION OF ONTARIO LITERATURE

Another major function of the Information Branch is the distribution of both governmental literature and area literature received from Chambers of Commerce, tourist organizations and individual resort operators. During the calendar year 1957 more than 4 million pieces of literature were handled by the Branch. Because of the great volume handled, and the fact that the greatest demand is during the early months of the year, it is necessary to carry a reasonable supply of the major publicity pieces into the new year until the current productions are delivered by the printers.

A list of Departmental publications and quantities distributed during 1957 follows:

Road Maps	1,000,000
Variety Vacation	350,000
Our Vacation in Ontario	412,000
Historic Ontario	25,000
Angling	254,000
Things to See and Do	269,000
History folder	50,000
33 Vacation Areas folder	394,000
Outstanding Attractions	266,000
Flying Facts	10,000
Ontario Golf folder	37,000
Winter Sports	27,000
Travel Tips	350,000
Logbooks	160,000
Cruising Ontario Waters	10,000
Canoe charts	1,000
Coasters	145,000
Campsites	50,000
Match books	100,000
Where to Stay (areas 1 to 33)	168,000 sets
Ontario Floral Emblem	200,000
Ontario Shield	200,000
Total:	4,478,000

In addition to the listed material, Information Branch distributed a large number of the following publications on behalf of the Division of Publicity:—

This is Ontario, Ontario Heartland of Canada, Parliament Buildings folders, Queen's pictures, and Ontario Jig-saw Puzzles.

Other Ontario Government literature, such as the Department of Highways Road Bulletin and the Department of Lands and Forests fishing and hunting regulations, etc., was also distributed.

As members of the Northern Great Lakes Area Council, 10,000 maps were distributed for this group; also a large quantity of Canadian Government Travel Bureau material was handled, such as the Canada-U.S.A. map and "How to Enter Canada" folder.

CONVENTIONS, TRAVEL SHOWS AND SPECIAL ACTIVITIES

An effective means of contacting potential tourists and making them aware of the vacation attractions in Ontario is through the medium of Sports and Travel Shows in Canada and the United States. In 1957, Information Branch attended the following Shows and Exhibitions with an Information Centre staffed by Branch personnel:—

Canadian National Sportsmen's Show, Toronto; Chicago Sportsmen's Show; Canadian National Exhibition, Toronto; Canadian Restaurant Convention, Toronto; Lakehead Sportsmen's Show; Sarnia Junior Chamber of Commerce Fair; Leamington Fair; Goderich Fair; Sudbury Exhibition, Canadian Lakehead Fair; Kapuskasing Carnival; Rossport Fish Derby; Waterloo Centennial; Simcoe Plowing Match; and Niagara-on-the-Lake Trailer Caravan.

Working in close conjunction with Convention Committees, particularly with regard to the mailing of publicity material and in some cases providing uniformed receptionists to give on-the-spot information, resulted in many letters of appreciation and comments to the effect that the work of the Department must be credited in no small part for the success of the Conventions and encouraging delegates to vacation in Ontario.

STATISTICAL REPORTS

It should be noted that much valuable information regarding the number of visitors to Ontario and to the Reception Centres, lengths of stay, destination and interests are to be found in the Appendices which follow this report.

F. A. VENN,
Director, Information Branch.

DIRECT MAIL INQUIRIES BY STATES AND PROVINCES

Canada	1957	1956		1957	1956
Alberta	1,488	(872)	Ontario	21,347	(25,153)
British Columbia	1,459	(659)	P. E. I.	60	(35)
Manitoba	1,309	(1,010)	Quebec	7,890	(6,002)
New Brunswick	868	(607)	Saskatchewan	829	(591)
Newfoundland	114	(83)	N. W. T.	25	(21)
Nova Scotia	800	(534)	Yukon	5	(1)
			Sub-Total:	36,194	(35,568)
United States					
Alabama	488	(520)	Nebraska	909	(881)
Arizona	199	(182)	Nevada	57	(76)
Arkansas	267	(317)	New Hampshire	615	(586)
California	6,744	(5,839)	New Jersey	6,050	(5,014)
Colorado	612	(537)	New Mexico	188	(158)
Connecticut	1,997	(1,779)	New York	22,900	(20,747)
Delaware	542	(585)	North Carolina	962	(800)
Dist. of Columbia	646	(687)	South Carolina	309	(245)
Florida	1,215	(1,359)	North Dakota	295	(296)
Georgia	622	(524)	South Dakota	300	(280)
Idaho	263	(203)	Oklahoma	697	(525)
Illinois	8,810	(7,387)	Ohio	12,189	(12,015)
Indiana	3,064	(2,844)	Oregon	1,070	(1,085)
Iowa	2,346	(2,418)	Pennsylvania	9,570	(8,665)
Kansas	1,242	(947)	Rhode Island	547	(431)
Kentucky	816	(791)	Tennessee	866	(739)
Louisiana	496	(401)	Texas	2,605	(1,943)
Maine	748	(777)	Utah	186	(132)
Maryland	1,520	(1,421)	Vermont	308	(278)
Massachusetts	4,113	(3,724)	Virginia	1,152	(1,077)
Michigan	11,070	(9,572)	West Virginia	715	(768)
Minnesota	2,886	(2,306)	Wisconsin	4,038	(3,990)
Mississippi	194	(137)	Wyoming	119	(86)
Missouri	1,943	(1,589)	Washington	1,304	(1,170)
Montana	226	(237)			
			Sub-Total:	121,020	(109,070)
Foreign			Sub-Total:	6,177	(4,731)
			TOTAL:	163,391	(149,369)
Sources of enquiries other than Direct Mail (i.e. Canadian Government Travel Bureau lists and Travel Shows)			TOTAL:	45,474	(45,791)
			GRAND TOTAL:	208,865	(195,160)

FOREIGN DIRECT MAIL ENQUIRIES

	1957	1956		1957	1956
Algeria	1	(3)	Hungary	7	(1)
Alaska	45	(38)	India	49	(95)
Argentina	247	(195)	Indonesia	400	(261)
Australia	239	(168)	Israel	5	(6)
Austria	6	(3)	Iran	2	(—)
Arabia	4	(3)	Iraq	242	(237)
Africa	15	(18)	Italy	85	(71)
Barbados	1	(—)	Japan	26	(29)
Brazil	109	(157)	Jamaica	5	(1)
British Guiana	67	(157)	Korea	—	(1)
British Honduras	—	(2)	Lebanon	2	(—)
B.W.I.	7	(—)	Malaya	37	(33)
Belgium	85	(69)	Mexico	82	(96)
Belgian Congo	6	(—)	Malta	11	(2)
Bermuda	10	(10)	Nigeria	1,597	(784)
Bolivia	1	(2)	Norway	13	(15)
Bahamas	4	(4)	New Zealand	117	(65)
Bulgaria	1	(—)	Netherlands	101	(93)
Burma	2	(—)	Poland	2	(2)
Ceylon	137	(155)	Pakistan	16	(8)
Chile	31	(56)	Portugal	11	(8)
China	4	(—)	Puerto Rico	63	(25)
Canal Zone	5	(18)	Panama	1	(—)
Cuba	47	(56)	Peru	16	(8)
Czechoslovakia	5	(2)	Philippines	51	(34)
Colombia	25	(19)	Rhodesia	5	(9)
Dutch W. I.	—	(2)	Spain	522	(83)
Denmark	31	(23)	Syria	12	(15)
Eire	25	(—)	South Africa	62	(—)
Egypt	5	(2)	Sweden	36	(512)
Ecuador	4	(3)	Switzerland	29	(39)
Fiji	5	(7)	So. Rhodesia	3	(4)
Finland	9	(5)	Tanganyika	7	(3)
France	104	(72)	Thailand	2	(—)
Germany	115	(78)	Trinidad	26	(14)
Guatemala	—	(4)	Tunisia	1	(—)
Gold Coast	63	(119)	Turkey	49	(32)
Greece	4	(3)	Uganda	7	(6)
Guam	8	(1)	United Kingdom	549	(370)
Hong Kong	14	(3)	Uruguay	11	(6)
Haiti	—	(1)	Venezuela	23	(26)
Hawaii	98	(61)	Yugoslavia	292	(181)
Honolulu	3	(5)	Zanzibar	8	(5)
			TOTAL:	6,177	(4,731)

ONTARIO TRAVELLERS VEHICLE PERMITS, 1946-1957. (Motor vehicles entering from U.S. for stays of 48 hours or more, or departing by another point of exit than the one entered) 1st line Monthly; 2nd line—Cumulative.

	1946	1947	1948	1949	1950	1951	1952	1953	1954	1955	1956	1957
January	15,190	12,953	13,119	17,591	20,296	20,919	19,822	23,484	26,950	28,421	29,475	24,255
February	16,048	11,904	16,705	20,111	19,432	18,687	25,862	28,579	29,379	25,156	28,015	29,585
March	31,238	24,857	29,824	37,702	39,728	39,606	45,864	52,063	56,329	53,577	57,490	53,840
April	27,682	15,724	24,984	23,209	23,327	34,780	32,008	36,871	33,435	37,833	40,269	44,702
	58,920	40,581	54,808	60,911	63,055	74,386	77,692	88,934	89,764	91,410	97,759	98,542
May	39,309	31,355	40,477	47,494	45,862	47,152	53,403	60,528	61,290	69,745	59,227	65,962
	98,229	71,936	95,285	108,405	108,917	121,538	131,095	149,462	151,054	161,155	156,986	164,504
June	65,578	69,044	84,931	95,817	87,335	88,481	107,841	112,432	121,135	127,378	97,620	112,473
	163,807	140,980	180,216	204,222	196,252	210,019	238,936	261,894	272,189	288,533	254,606	276,977
July	112,688	125,324	121,805	138,554	147,892	180,506	179,984	189,358	174,207	183,706	204,250	207,184
	276,495	266,304	302,021	342,776	344,144	390,525	418,920	451,252	446,396	472,239	458,856	484,161
August	187,783	227,395	262,791	285,494	296,761	309,637	313,798	351,330	358,671	372,761	335,475	342,334
	464,278	493,699	564,812	628,270	640,905	700,162	732,654	802,582	805,067	845,000	794,331	826,495
September	211,280	264,079	263,250	265,188	275,647	325,419	338,682	355,617	329,130	329,938	329,450	366,675
	675,558	757,778	828,062	893,458	916,552	1,025,581	1,071,336	1,158,199	1,134,159	1,174,938	1,123,781	1,193,170
October	108,765	119,889	161,913	163,175	169,692	170,265	137,294	190,000	180,247	192,163	175,827	160,392
	784,323	877,667	989,975	1,056,633	1,086,244	1,195,846	1,208,630	1,348,199	1,315,406	1,367,101	1,299,608	1,353,562
November	61,652	73,549	72,134	78,906	82,231	83,450	76,382	96,937	90,179	94,126	92,269	85,308
	845,975	951,216	1,062,109	1,135,539	1,168,475	1,279,296	1,285,012	1,445,143	1,405,585	1,461,227	1,391,877	1,438,870
December	36,191	35,675	40,015	38,284	40,689	37,052	45,313	50,884	50,496	49,712	53,147	51,128
	882,166	986,891	1,102,124	1,173,823	1,209,164	1,316,348	1,330,325	1,496,027	1,456,081	1,510,946	1,445,024	1,489,998
TOTAL:	20,930	18,303	23,832	26,668	27,126	26,733	32,038	38,088	36,297	38,996	40,336	43,844
	903,096	1,005,194	1,125,956	1,200,491	1,236,290	1,343,081	1,362,363	1,534,115	1,492,378	1,549,942	1,485,360	1,533,842

Reception Centre Summary for 1957		Kenora	Fort Frances	Middle Falls	S. S. Marie	Point Edward	Windor Bridge	Windor Tunnel	Fort Erie	Homer	Niagara Falls	Ivy Lea	Prescott	Cornwall	Hawkesbury	Total
Opening date:	May 18	May 18	May 18	May 18	May 18	May 18	May 18	all year	May 18	May 18	all year	May 18	May 18	May 18	May 18	
Closing date:	Sept. 15	Sept. 15	Sept. 15	Sept. 15	Sept. 15	Sept. 15	Sept. 15	year	Sept. 15	Oct. 15	all year	Sept. 15	Sept. 15	Sept. 15	Oct. 1.	
Total visitors to Centre:	20,427	12,436	25,691	22,097	100,657	33,647	38,856	24,726	40,651	105,573	36,662	25,708	29,227	528,796		
No. of parties represented:	20,014	11,476	25,691	20,104	97,062	19,436	31,777	20,432	39,891	102,744	36,197	23,222	24,739	483,177		
No. on first visit to Ontario	794	2,147	5,623	8,285	3,210	4,072	9,020	523	6,276	38,725	6,929	4,444	267	4,989	95,304	
Nos. staying:																
1 week or less	3,419	10,528	21,356	13,476	74,538	14,851	27,232	12,347	33,405	91,211	11,781	6,276	15,702	8,281	344,403	
1 - 2 weeks	609	1,309	3,366	4,392	13,579	2,454	3,182	4,997	4,292	8,610	7,434	844	2,594	5,696	63,358	
2 - 3 weeks	301	433	587	1,323	5,742	1,195	1,553	1,865	1,591	2,171	2,902	882	1,362	3,552	25,459	
3 - 4 weeks	91	73	131	339	1,104	453	443	481	300	434	534	224	262	2,654	7,523	
Month or more	174	61	251	539	2,119	483	316	573	303	318	509	63	409	1,213	7,331	
Unstated	2,245	32	—	874	3,585	14,211	6,130	4,463	760	2,829	3,502	490	5,379	5,745	50,245	
Destination:																
N. W. Ontario	3,105	10,162	23,143	629	194	225	93	464	922	1,297	201	483	206	3,564	44,688	
Nor. Ontario	188	15	462	12,181	5,209	1,026	1,176	1,621	3,779	2,000	412	230	392	2,594	31,285	
Gen. Ontario	118	30	377	1,754	16,660	2,777	2,115	10,298	6,125	10,743	3,374	1,530	1,821	3,120	60,842	
S. E. Ontario	462	50	76	922	2,455	794	1,139	2,662	3,553	8,635	18,450	2,003	9,726	3,205	54,132	
S. W. Ontario	34	16	174	1,737	65,178	11,980	25,653	7,476	20,831	69,153	3,689	973	1,361	4,485	212,740	
Quebec and East	160	27	235	1,184	6,296	2,190	2,161	1,376	4,246	10,287	5,686	1,283	4,651	6,236	46,018	
Manitoba and West	1,033	1,738	1,224	629	1,073	234	359	212	435	629	97	98	272	689	8,722	
Unstated	1,039	51	—	399	3,592	14,211	6,160	273	760	2,829	4,753	950	4,538	4,363	43,918	
No definite dest. (%)	63%	34%	—	25%	2%	11%	26%	—	3%	—	10%	.54%	1%	11%	8.86%	
Road maps issued:	2,528	3,403	10,804	7,556	35,436	13,118	16,240	6,390	11,996	28,195	12,695	3,332	20,281	31,148	203,122	
Phone calls made:																
Local	264	30	—	735	1,527	317	995	20	573	662	418	332	6,140			
Long distance	45	44	—	53	186	44	123	105	33	162	220	138	28	90	1,271	
Licences issued:																
Fishing	475	—	—	310	799	—	576	—	123	581	100	53	14	—	3,031	
Hunting	—	—	—	—	—	—	86	—	—	—	—	—	—	—	86	
Estimate of % interested in:																
Fishing	29%	34%	15%	25%	1%	3%	3%	24%	7%	4%	15%	15%	2%	29%	9.58%	
Hunting	7%	2%	—	10%	1%	—	5%	2%	1%	—	2%	2%	1%	34%	3.48%	
Cruising	8.5%	13%	—	8%	2%	—	1%	2%	1%	2%	30%	4.4%	1%	16%	5.73%	
Resort relaxation	45%	9%	—	8%	19%	8%	3%	11%	8%	4%	10%	8.3%	2%	16%	10.42%	
Touring and sightseeing	10.5%	51%	85%	35%	49%	77%	62%	42%	71%	80%	47%	49.7%	89%	35%	60.06%	
City visits	10%	8%	—	10%	51%	12%	26%	19%	18%	16%	18%	10.1%	3%	24%	21.79%	
No. of house trailers:	42	42	368	537	1,383	84	38	43	97	288	312	206	36	164	3,640	

Report of the Photography Branch

During the year 1957, the program of this Branch continued to expand, not only in relation to its covering Ontario's tourist facilities photographically but in the amount of photographic work done for other Departments in the Provincial Government and other organizations with which this Branch has co-operated in the past.

A major change in this Branch's function in the current year has been the actual addition of the Department's Special Promotion Projects, formerly handled by the Executive Assistant, to this Branch's operation.

PHOTOGRAPHY

Still Photography

The taking of still photographs in black and white and colour of the tourist activities and attractions throughout Ontario accounted for a large part of the Branch's operation for the year. Over 900 new black and white negatives were added to Department files. A similar number of secondary negatives were taken and are available, should they be required for our still photographic files.

Approximately 400 colour transparencies, either 4 x 5 inches or 2 1/4 inches square, the size preferred by magazines, rotogravure sections and Departmental Publications, were added to the files.

During the peak tourist months, members of the Photography Branch were on assignment in the following areas:

Rideau Area, Georgian Bay-Huron Area, North Bay-Nipissing Area, Blue Water district, Kawarthas, Haliburton, St. Lawrence-Eastern Lake Ontario Area, Sudbury-Killarney Hills Area.

In the northern portions of Ontario photographs were taken in the Lakehead Area, Kapuskasing, Temagami, Kenora-Fort Frances-Lake of the Woods Area, Algoma.

During the winter vacation season, activities were photographed at many of the Province's top ski areas.

Staff photographers were in attendance at many of the special events taking place throughout Ontario including major Canadian Ski Meets in the Beaver Valley, Collingwood, Midland, Lakehead and Huntsville Areas, and at the winter carnivals at Penetanguishene and Barrie, and the Scottish Curlers' visit.

Among the Spring and Summer events covered by this Branch were: Blossom Festival in the Niagara Peninsula, Ottawa Tulip Festival, Waterloo Centennial, Port Arthur Centennial, Rosspoint Derby, Kapuskasing Summer Carnival, Midland Summer Ski Jump, Barry's Bay Ballet Festival, Highland Games at Fergus, Premier's Pageant, Kenora, Muskoka Colour Cavalcade, and the Royal Tour.

This Branch also photographed many of the plaque unveilings of the Archaeological and Historic Sites Advisory Board.

Staff men took photographs at the Conventions of the Canadian Tourist Association, Association of Tourist Resorts of Ontario, Northern Ontario Tourist Outfitters' Association, and the Convention of Regional Development Association Directors.

Though the Travel Photograph Library continued to have priority on the services of this Branch, 350 photographs were taken for other agencies and Departments of the Provincial Government. Among these were: Office of the Speaker, Department of Education, Department of Public Works, Treasury, Department of Planning and Development, Department of Reform Institutions, and the Department of Lands and Forests.

Photograph Library

During 1957 a total of 12,377 black and white photographs were distributed from the Photograph Library. Statistics on this distribution are given in Appendix 'A'. There were 1,133 colour transparencies distributed, statistics of which are given in Appendix 'B', and there were 66 plates loaned during the year, statistics of which are shown in Appendix 'C'. A number of negatives were loaned to the Canadian Government Exhibition Commission for use in connection with the Brussels Fair.

Darkroom Productions

This phase of Branch operations experienced its greatest production to date. The increased output permitted the still picture library to process requests for photographs with a minimum of delay. The darkroom continued to supply oversize displays and enlargements for this Department and assisted other Government Departments and agencies in obtaining material of this type.

Motion Picture Library

Two new titles, produced in 1956, were made available for distribution early this year.

No new films were produced this year but two Department films have been reduced from varying time lengths to standard time segment of 13½ minutes for free television distribution.

The Travel Film Library of the National Film Board continued to handle screenings of our films, both T.V. and non-theatrical, in the United States, while Canadian distribution was handled from this office.

This Department also co-operated with the Travel Film Library in purchasing prints of Department titles for distribution on their summer circuit.

SPECIAL PROMOTION AND PUBLIC RELATIONS

Tours of Editors, Writers and Photographers

Tours of writers and photographers representing many prominent publications were arranged during the year. For purposes of this report these are tabulated on a monthly basis as follows:

January	Arrangements were made for Leonard Gross of Coronet Magazine to do research in Toronto for an article subsequently appearing in that publication.
February	Frank Kuchirchuk, photographer with International News Photos, Cleveland, visited the Huntsville area for photo stories on winter activities.
May	Jack Parry, Outdoor Editor of the Gary Post Tribune, Gary, Indiana, came to Toronto to obtain information for a forthcoming book on fishing in Canada and for travel articles for his newspaper. Photographs were taken to accompany an article which appeared in Sports Afield on Spring Bear Hunting, written by Gene Ceasar.
June	Dave Forbert, Chief Photographer for Reader's Digest International, and Louis Hamel of the Canadian edition, were assisted by this Branch during a trip to Toronto and Peterboro areas to obtain cover photographs for their magazine.

- July** Don Eck and Clare Hewens of the National Editorial Association, Chicago, toured the Muskoka District on behalf of their Association through arrangements made by this Branch.
- August** Bernie Schoenfield of Three Lions Publishing, New York, was given assistance in arranging material for a series of photo stories. Mr. Clare Allen of Radio Station WEBR, Buffalo and the Buffalo Courier Express and Mrs. Allen were accompanied by a staff photographer on a photo story assignment in the Killarney District. Don Woolridge of Sports Afield visited the Vermillion Bay area to obtain photo story material.
- September** Richard Joseph and Louis Renault of Esquire Magazine were in the Lake of the Woods area for travel stories on that district. Ken Kimball of the Detroit News and Jack Denton Scott of the New York Herald Tribune, accompanied by a Department photographer, took part in the James Bay goose shoot to obtain pictures for their publications.
- October** Phil Rich, Publisher of the Midland Daily News, Midland, Michigan, photographed a moose hunt in the Kapuskasing area. Stills were taken for his and other Michigan newspapers and a 16 MM movie was shot for general screenings in his area. Frank Kuchirchuk of International News Photos, Cleveland, did a series of photo stories on fishing and hunting in the Algoma District.
- November** Outdoor Editor, Larry Koller of Argosy Magazine hunted moose in the Chapleau District on assignment for that magazine.

Special Projects

The Fourteenth Annual United States Editors' Goodwill Tour of Ontario was organized and conducted by this Branch. This was again the most extensive undertaking of the Branch with invitations being issued to representatives from 30 States, 28 of which were accepted. This year's tour included such key districts as Windsor-Essex County Area, Sarnia-Blue Water Area, Georgian Bay and Huronia District, Timmins-Kirkland Lake Areas. The tour also visited Ottawa, Smiths Falls, Kingston, Belleville, Trenton, Whitby, Toronto, Oakville and Niagara Falls, during its 12 day duration. The editors saw much of Ontario's industrial development, many of its historic sites and tourist and cultural attractions. On completion of the tour each of the editors was initiated into the K.O.B. (Know Ontario Better) Club, which now boasts a membership of close to 400.

A daily story, prepared by the Division of Publicity of this Department, and a series of photographs and mats, prepared by this Branch, were forwarded to the editors for use in their papers during and immediately following the tour.

Tear sheets on the trip, in some instances covering a series of articles written over a twelve week period, were forwarded to the Department by the participating editors. The tour also received favourable coverage from Canadian newspapers.

A 16 MM colour film of the tour was produced and prints are being circulated among the editors for screening to their local service clubs and church groups, etc.

For the months of June and July the Photo Librarian assisted in the New York office of the Canadian Government Travel Bureau at the request of that Bureau.

In July Mrs. Frances DeBerry, contestant on the \$64,000. Question, accompanied by her daughter, visited Windsor, Amherstburg, the Stratford Shakespearean Festival and Toronto as guests of this Department.

In November two staff members, accompanied by the Accountant, attended the annual Know Ontario Better Club re-union in Chicago held in conjunction with the National Editorial Association Convention. This Convention is attended by a number of U. S. Editors who have participated in our Fourteen Annual U. S. Editors' Goodwill Tours.

Respectfully submitted,

COLIN McDONALD,
Director,
Photography Branch.

APPENDIX 'A'

Statistics on the distribution of black and white photographs from the Library of the Photography Branch are as follows:

Department of Travel and Publicity Publications and Promotions	Other Ontario Government Departments	
1828	1441	
Federal Government Departments	Canadian Government Travel Bureau	
337	166	
Travel Shows and Exhibitions	Travel Folders and Promotions other than those produced by Travel and Publicity	
280	1209	
Canadian Magazines	Canadian Newspapers	
495	1820	
United States Magazines	United States Newspapers	
1073	980	
Canadian Television	United States Television	
129	111	
Convention Publicity	Transportation Companies	
56	16	
Canadian Industrial House Organs	United States Industrial House Organs	
863	38	
United Kingdom Newspapers & Magazines	Foreign Newspapers and Magazines including Belgium, Holland, France, Germany and Cuba	
111	173	
Educational Publications		
Canada	United States	Other, including United Kingdom, Ger- many, Pakistan, Holland, and India.
705	241	305

APPENDIX 'B'

Statistics on the distribution of colour transparencies from the Library of the Photography Branch are as follows:

Department of Travel and Publicity	Other Ontario Government Departments
75	209
Federal Government Departments	Canadian Government Travel Bureau
34	143
Travel Folders other than those produced by Travel and Publicity	Canadian Newspapers and Magazines
102	152
	Educational Publications
United States Newspapers and Magazines	77
178	
Material for Lectures including 35 mm. colour duplicates of Department Transparencies	
163	

APPENDIX 'C'

Statistics on the distribution of printing plates loaned by the Library of the Photography Branch are as follows:

Travel and Area Folders other than those produced by Travel and Publicity	Canadian Magazines
40	17
Canadian Educational Publications	United States Convention Publicity
4	5

Report of the Archaeological and Historic Sites Advisory Board

The Archaeological and Historic Sites Advisory Board was placed under the jurisdiction of this department in April, 1956. This body is composed of nine private citizens who advise the Minister on all matters relating to history and archaeology. Included among its members are some of the province's most distinguished historians and archaeologists, as well as other persons who have played an active role in developing an interest in history throughout Ontario. A small permanent staff is attached to the Board to do necessary research and carry out its decisions.

DESIGNATION OF ARCHAEOLOGICAL SITES:

Under the Archaeological and Historic Sites Act of Ontario the Minister may, for a stated period of time, prevent any persons from excavating or altering an archaeological site or from removing objects therefrom. The primary reason for this action is to prevent despoliation of sites of exceptional importance, until properly qualified persons have had time to make a thorough examination and assess their historical or archaeological significance.

No new sites were added in 1957 to those previously designated. However, several others were investigated and it is probable that at least two of these will be designated during the present year.

The Board proceeded with its programme of assisting qualified archaeologists in their examination of certain important sites within Ontario. Aid was continued from the previous year for the exploration of a pre-contact Huron village near Wyebriidge, as well as certain sites near the outlet of Lake Abitibi. A grant was also recommended to aid in the investigation of an aboriginal site at Pither's Point, Fort Frances, as well as the presumed adjacent site of the French post known as Fort St. Pierre.

ERECTION OF HISTORICAL PLAQUES:

During 1957, fifty plaques were erected to commemorate persons, events and buildings of historic importance. In addition to those actually put up, a large number of other inscriptions were considered. Some of the latter were discarded temporarily because of the difficulty of verifying various significant and relevant facts. However, research continues and, in many cases, these will ultimately be approved and plaques erected. Historical research is a slow and painstaking task and the Board's members are convinced that undue haste would, in the end, cause many errors and defeat the purpose of their programme.

In choosing sites for its plaques the Board, to a certain extent, concentrated its efforts on specific areas. In this manner, the impact of publicity has been more effective than if markers were more scattered. However, there is no intention of neglecting any historic area in the province and, ultimately, these will all receive attention.

In the preparation of inscriptions and in the course of official unveiling ceremonies, a strong effort was made to enlist the co-operation of local historical societies, municipalities, chambers of commerce and so on. The Board wishes to stimulate the interest of local citizens in their community's past so that they will be encouraged to explore and develop their own historical resources.

In this regard, an attempt has always been made to give intensive coverage to unveiling the plaques through the various public media. The province's newspapers have given encouraging support to this attempt as have the local television and radio stations. Members of the provincial parliament have assisted greatly by their attendance at the Board's ceremonies. The Photography Branch of this department has also given valuable assistance.



HISTORIC SITES MARKERS

During 1957, some 50 plaques were placed at historic sites in various parts of the province. Above is the plaque placed on the Six Nations Reserve near Deseronto to Oronhyatekha, the Mohawk chief, orator, and physician, marking his burial place.

The Department of Highways has agreed to erect standardized highway approach signs indicating the proximity of our plaques as well as those erected by the Historic Sites and Monuments Board of Canada. However, this procedure will only apply outside built-up urban areas and where physical conditions make such action advisable.

A complete list of plaques erected to date is attached hereto as Appendix A.

PUBLICATIONS:

The Board is supervising the compilation of a revised edition of the department's brochure entitled "Historic Ontario."

INFORMATION:

A considerable and increasing volume of inquiries regarding historical matters has been answered by the Board's staff. These have come from other branches and departments as well as the general public.

GENERAL:

Members of the Board have frequently offered their services as speakers or attended conferences with a view to encouraging the growth of an interest in history.

A library of books dealing specifically with the local history of Ontario is being organized and will, of course, be available to the department as a whole.

D. F. McOUAT.

Secretary of the Board.

Appendix A

**SITES COMMEMORATED BY THE ARCHAEOLOGICAL AND HISTORIC
SITES BOARD
1956-1957**

Fort Lac La Pluie — Marks the site of the old North West Company post erected between 1775 and 1787. It was abandoned in 1821 after the latter's amalgamation with the Hudson's Bay Company. (Situated in Fort Frances).

Port Carling 1869 — Commemorates the founding of this pioneer Muskoka settlement. (At Port Carling locks).

King's College — Marks the site of King's College, a predecessor of the University of Toronto and the first institution of higher learning in this province to receive a charter. (In Queen's Park, Toronto).

Queen's Park — Commemorates the opening of this park in 1860 by the Prince of Wales and the construction of the present Parliament Buildings 1886-1892. (Queen's Park, Toronto).

William Kirby's Home — In this house, built in 1818, the distinguished Canadian historian and novelist lived from 1857 until 1906. (At Niagara-on-the-Lake).

Capture of Fort Niagara — Marks the site from which British forces embarked on the night of December 9, 1813 to capture Fort Niagara. (On the river road about two miles from Niagara-on-the-Lake).

St. Mark's Church — This historic Anglican church, built between 1804-1809 was used by the British as a hospital and by the Americans as a barracks during the War of 1812. (At Niagara-on-the-Lake).

Town of Niagara — Commemorates the first capital of this province. (At Niagara-on-the-Lake).

First Newspaper 1793 — Commemorates the publishing of the province's first newspaper, The Upper Canada Gazette, as well as another pioneer journal, The Gleaner. (At Niagara-on-the-Lake).

The First Town Meeting 1790 — Commemorates the earliest known town meeting in this province. These meetings, although severely limited in jurisdiction, were the first step toward our present system of elective and responsible municipal government. (At Grimsby).

Oronhyatekha 1841-1907 — Commemorates the famous Mohawk chief, orator, physician, marksman and organizer of the Independent Order of Foresters. (On the grounds of Christ Church on the Tyendinaga reserve near Deseronto).

David Allanson Jones 1836-1910 — Commemorates the founder of the Canadian bee-keeping industry. (At Beeton, Simcoe County).

Nine Mile Portage — Commemorates the early line of communication between Lake Simcoe and Georgian Bay, running from the site of Barrie to the head waters of the Nottawasaga River. (Erected near the railway station in Barrie).

Sharon Temple — Commemorates the unusual, although well built structure erected 1825-32 by the Davidites, religious followers of David Willson, (At Sharon, York County).

Admiral H. W. Bayfield 1795-1885 — Marks the headquarters 1819-23 of the famous admiralty surveyor of the Great Lakes and the St. Lawrence River. (Near Penetanguishene).

St. James-on-the-Lines — Marks the garrison church built 1836-38 for the military and civilian inhabitants of the Penetanguishene area. (Near Penetanguishene).

John McLean — McLean was in the service of the Hudson's Bay Company for many years and completed several voyages of exploration. In 1839 he discovered the Grand Falls of the Hamilton River in Labrador. He is the author of a book entitled "Notes of a Twenty-Five Years' Service in the Hudson's Bay Company" which is a classic of exploration and of the fur trade. (Situated in front of his former home on Nottingham Street in Guelph).

Abraham Erb — A plaque to honour the founder of Waterloo. Emigrating from Pennsylvania in 1806, he purchased 900 acres of bush land and later built a saw and grist-mill which formed the nucleus of a thriving municipality. (Situated in the City Park in Waterloo).

Old Trinity — Commemorating the first Anglican Church in Lambton County built largely by subscription on land given by a prominent pioneer settler, Thomas Sutherland 1841-42. (Situated in Mooretown, east of highway No. 40).

The Big Cheese — Marks the site of the early factory which manufactured in 1866 the giant cheese which was shipped to England to advertise the famous cheese industry of Oxford County. (Situated $\frac{1}{2}$ mile south of Ingersoll on highway No. 19).

Hon. G. Howard Ferguson—Honours Ontario's ninth Premier. (Situated in Kemptville).

Fort Ste. Marie — The famous Jesuit outpost among the Huron Indians, and headquarters of their missionaries in Huronia from 1639 to 1649. (Situated near Midland and just below the Martyrs' Shrine).

Gateway to Huronia — Marks the western terminus of the 800 mile route which, during the first half of the 17th century, connected the French settlements on the St. Lawrence with Huronia. (Situated on the hill above the Martyrs' Shrine).

Fort Henry — Built 1832-35 as part of a larger scheme of fortifications for defence of the naval dockyards and the Rideau Canal. (Situated outside the main gate of this fort, in Kingston).

Rideau Canal — Constructed 1826-32 on the advice of the Duke of Wellington to provide a secure military route between Upper and Lower Canada by traversing the watersheds of the Cataraqui and Rideau Rivers. (Situated beside the locks at Kingston Mills).

Victoria Hall — A fine example of early Victorian architecture completed in 1860. (Situated in front of the Town Hall, Cobourg).

Victoria College — This was the original home of the college which is now federated with the University of Toronto. The building was commenced in 1832 and the college's first president was the Rev. Egerton Ryerson. (Situated in front of the Ontario Hospital, Cobourg).

William Weller—Honours the province's leading stage coach proprietor (circa 1830-56). He was famous for his record-breaking drive from Toronto to Montreal in 1840 to convey Governor-General Charles Poulett Thomson to the latter town. (Situated in the park at Cobourg beside highway No. 2).

Cobourg and Peterborough Railway — One of the lines built during the great period of railway construction in the 1850's. Like many others of its time, it was a financial failure and left the town heavily in debt. (Situated on University Avenue in Cobourg).

Sir Richard Bonnycastle — A distinguished officer of the Royal Engineers who completed the construction of Fort Henry and played an active role in organizing the defence of Kingston during the Rebellion of 1837-38. He was the author of several books dealing with contemporary Canadian life and history. (Situated inside Fort Henry at Kingston).

Penetanguishene Road — Marks one section of the road constructed by Dr. "Tiger" Dunlop in 1814 which ran from the north shore of Kempenfeldt Bay to the military and naval establishments at Penetanguishene. (Situated at the junction of highways Nos. 12 and 27 near Midland).

Tom Longboat — Honours the great Indian athlete who won the Boston Marathon in 1907 and represented Canada in the Olympic games in 1908. (Situated beside the Council House of the Six Nations at Ohsweken).

Sieur de La Salle — Honours one of the greatest explorers in North America's history. He held the seignury of Cataraqui and was the commander of Fort Frontenac. (Situated in the City Park, Kingston).

Government House — A splendid example of late Regency architecture. Built in 1832, it served as the vice-regal residence from 1841-44 while Kingston was the capital of the Province of Canada. (Situated in front of Alwington House, Kingston).

St. Andrew's Church — One of Ontario's finest examples of ecclesiastical Greek Revival architecture. Its interior is virtually unaltered and contains the original high pulpit and box pews. (Situated at Niagara-on-the-Lake).

Negro Burial Ground — Marks the site of the Baptist church and burial ground of a once numerous negro community at Niagara. (Situated on Mississauga Road in Niagara-on-the-Lake).

St. Ignace II — This marks the site of the Huron village and Jesuit mission where the Jesuit missionaries Jean de Brebeuf and Gabriel Lalemant were tortured and killed by the invading Iroquois in 1649. (Situated in Simcoe County, south of highway No. 12 between Coldwater and Victoria Harbour).

Hay Bay Church — Commemorates the oldest Methodist church in Upper Canada, built in 1792. (Situated on Hay Bay north of highway No. 33 in the township of Adolphus-town).

Sir Adam Beck — Honours the man who pioneered Ontario's hydro-electric power system. (Situated outside his former residence in London).

The London Garrisons — For many years, London was a garrison town and British troops took an active part in the life of the municipality. (Situated near the site of the original military barracks in Victoria Park, London).

First Forestry Station — Marks the establishment of Canada's first provincial forestry station and its founder, Dr. Edmund J. Zavitz. (Situated at the Saint Williams' Forestry station, Norfolk County).

Fort Rouille — Marks the site of the third French post constructed within the territory now occupied by Toronto. Built in 1750-51, it was destroyed by its own garrison in 1759 to avoid capture by the British. (Situated in the CNE grounds in Toronto).

Bishop Alexander Macdonell — Honours the first bishop of Kingston, a distinguished churchman, patriot and legislator who was responsible for the settling of a group of Roman Catholic Highlanders in Glengarry and served as chaplain of the Glengarry Light Infantry during the War of 1812. (Situated in front of Notre Dame Convent, Kingston).

Hillcroft — The former residence of Sir Alexander Campbell who held many important cabinet posts and was a lifetime friend and political colleague of Sir John A. Macdonald. (Situated on Union Street in Kingston).

Perth Military Settlement — Commemorates the original settlement of the Perth area under the jurisdiction of the Quarter-Master General's Department in 1816. (Situated near the Town Hall in Perth).

Last Fatal Duel — Tells the story of the last fatal duel in Upper Canada fought in 1833. (Situated in Perth).

Honourable Malcolm Cameron — He founded Perth's first newspaper, *The Bathurst Courier*, in 1834 and was a prominent politician and supporter of the Reform party. He was one of the earliest public figures to advocate prohibition. (Situated near the Town Hall in Perth).

The Grange — Erected about 1820 it was, for many years, a residence of the Boulton family who played a prominent role in the administration of Upper Canada. Professor Goldwin Smith, historian and journalist, lived there from 1875 to 1910 when the building passed into the ownership of the Toronto Art Gallery. (Situated in front of The Grange, Toronto).

George Brown's Home — The home of one of the Fathers of Confederation. A political reformer, Brown wielded great influence through his newspaper, *The Globe*. He was shot and killed by a disgruntled employee in 1880. (Situated on Beverley St., Toronto).

Paul Kane — Marks the residence (from about 1853 to 1871) of Paul Kane, an early Canadian artist, famous for his paintings of North American Indians. (Situated on Wellesly Street East, Toronto).

John Backhouse Mill — Built in 1798, this mill escaped General McArthur's raids during the War of 1812 and was in continuous operation until the 1950's. During that whole period, it remained in possession of the same family. (Situated near Port Rowan in Norfolk County).

Cowan's Trading Post — An early fur trading post built about 1778 on the east side of Matchedash Bay by an independent trader, George Cowan. It was visited by Governor Simcoe in 1793. (Situated in Tay Township seven miles northeast of Coldwater).

Heathfield — The former residence of Sir John A. Macdonald. (Situated on the south side of highway No. 2 at the western approach to Kingston).

Purdy's Mills — Marks the saw and grist-mills built by William Purdy in 1828-30 which formed the nucleus of Lindsay. (Situated in McDonnell Park, Lindsay).

Sir William Osler — Honours one of Canada's most famous physicians and teachers who was born in Bond Head in 1849. (Situated in front of the Community Centre in Bond Head).

Colborne Lodge — Built in 1836, it was the home of one of early Toronto's most distinguished citizens, John Howard. (Situated in High Park, Toronto).

Baldoon — Commemorates the Earl of Selkirk's ill-fated attempt to establish a colony of Highland emigrants near the St. Clair River in 1804. (Situated on the grounds of Baldoon Public School near Wallaceburg).

The Stone Frigate — A former naval storehouse built 1819-20 to house the gear of war-ships dismantled as a result of the Rush-Bagot Convention. Later used as a dormitory for the first cadets to enter Royal Military College. (Situated on the grounds of Royal Military College, Kingston).

Fort Frederick — Marks the Martello Tower erected 1846-51 on Point Frederick as part of the fortification of Kingston harbour. (Situated on the grounds of Royal Military College, Kingston).

Court-house and Gaol — Marks the site of the old Niagara court-house and jail built in 1817 and the scene of Robert Gourlay's trial and the slave riot of 1837. (Situated at Niagara-on-the-Lake).

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Report of the
DEPARTMENT OF TRAVEL & PUBLICITY
Province of Ontario
FOR THE YEAR 1958

BY THE HON. BRYAN L. CATHCART, MINISTER

Ontario Travel and Publicity Department

Printed by order of

THE LEGISLATIVE ASSEMBLY OF ONTARIO

Sessional paper No. 38, 1959.

TORONTO

Printed and Published by authority of Baptist Johnston,
Printer to the Queen's Most Excellent Majesty.
1959.

Printed in Canada.

**FRONT COVER—H.R.H. Princess Margaret presenting the colours to the Highland
Light Infantry of Galt at Civic Stadium, Hamilton, August 1, 1958.**



THE HONOURABLE BRYAN L. CATHCART,
Minister of Travel and Publicity

TO:

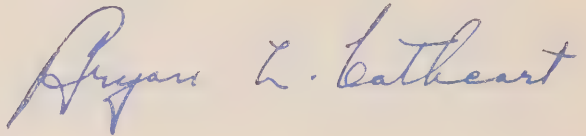
THE HONOURABLE J. KEILLER MACKAY, D.S.O., V.D., LL.D.,
Lieutenant-Governor of the Province of Ontario, in Council

MAY IT PLEASE YOUR HONOUR:

The undersigned has the honour to transmit herewith the Thirteenth Annual Report of the Department of Travel and Publicity, for the calendar year, 1958.

I have the honour to be, Sir,

Your obedient servant,



Minister of Travel and Publicity.

Toronto, Ontario,
January 28, 1959.

Report of the Deputy Minister

TO: The Honourable Bryan L. Cathcart
Minister of Travel and Publicity.

Sir:

I have the honour to present the Thirteenth Annual Report of the Branches of the Department covering the calendar year 1958.

Ontario's travel and vacationing "industry", which we take to include both business and pleasure travel by foreign visitors and by our own people, had in 1958 a busy and prosperous year despite a slight general decrease in travel from the United States of America. This decrease was to a large extent compensated by an increase in the number of Canadians travelling in our Province. It is evident from this that our Canadian advertising programme based on the theme "KNOW ONTARIO BETTER" is bringing tangible results and an ever increasing interest is being shown by Canadians in the vacation attractions which Ontario has to offer.

The influx of foreign travellers to Ontario is principally from the U.S.A. This movement is recorded monthly by the Dominion Bureau of Statistics and is usually taken by travel officials to be a reliable barometer of the state of trade. No figures are presently available of the total number of American passenger cars entering Ontario last year but figures are available on those motor parties which entered for stays of two days or more or which departed at a point other than that of entry. The figure was 1,499,740 which was a decrease of 2.2% from that of 1957. It is felt that this was a reflection of the unsettled economic situation in the U.S.A. rather than a lessening of interest in the vacation attractions of this Province. This conclusion is borne out by the marked increase in travel enquiries from all sources which was 34.3% higher than in 1957.

It has always been felt that the previous estimate, based on a survey made in 1953, of an expenditure of \$250,000,000 per year made in Ontario by visitors from outside her borders was very low. Recent surveys undertaken by the Department indicate that this conclusion was correct as they show that the average tourist party spent about \$169.00 during its stay in Ontario and it is known that there are approximately 6 million such parties entering each year. The surveys commenced last year are being continued to determine the validity of present findings, to establish a firm, acceptable figure of tourist spending, and to learn more about the travel habits of our visitors and the general trends of the industry.

The touring and vacationing of Ontario people within the Province is an unknown quantity as to volume but indications are, from information secured from operators in the accommodation industry, that it is steadily increasing. While this traffic does not bring in new revenue, it circulates money and is the broad supporting base of every section of the accommodation industry.

New construction continued in a gratifying way throughout the year, particularly in the motel and cottage field. Existing establishments are continuing to renovate and add new units and this is most noticeable in the motel, cottage and lodge fields.

There is a marked increase of interest in the Province's historical heritage which is largely due to the programme of marking archaeological and historic sites which commenced in 1956. More and more communities are concerning themselves with their historical sites and realizing the need for proper preservation, restoration and commemoration.

The reports of the Branch Directors of the Department are attached and, in conclusion, I wish to commend to you the efficiency, energy and loyalty of the Department's staff in all its branches.

GUY E. MOORE,
Deputy Minister.



15th ANNUAL U. S. EDITORS GOODWILL TOUR OF ONTARIO

These 29 U.S. editors of weekly newspapers learned to know Ontario better in June 1958. Tour of 1,500 miles started at Windsor, visited Elliot Lake, Ottawa, Toronto and points between, ended at Niagara Falls. Group photo above was taken at Windsor.

Front Row (from left): Colin Moenien, Stuttgart, Arkansas; Roscoe Bullard, Wray, Colorado; John Sweeney, Rockville, Connecticut; O. J. Lars, LeRoy, Illinois; L. K. Thompson, Ligonier, Indiana; Leo Morris, Harlan, Iowa; Howard M. Wilson, Jemmes, Kansas; Larry Stone, Central City, Kentucky; Ralph Hostetter, Elks, Maryland; Gordon B. Sawyer, Belmont, Massachusetts. Second Row: Viduan Roe, Fremont, Michigan; C. W. Meyer, Detroit Lakes, Minnesota; Elston J. Melton, Boonville, Missouri; Jack Leugh, Allen, Nebraska; Elmer DuMagne, Canaan, New Hampshire; Peter A. Dragan, Albion, New York; J. D. Fitz, Morganton, North Carolina; Orion Cole, Hazton, North Dakota; Joe E. Hurst, New Philadelphia, Ohio; Geo. B. Hill, Coalgate, Oklahoma. Third Row: Stewart Townsend, Sharpsburg, Pennsylvania; William L. Kinney, Jr., Bennington, Vermont; Carolina; Oliver F. Fried, Woonsocket, South Dakota; Guy Easterly, LeFollette, Tennessee; Frederick Ohlman, New Braunfels, Texas; Frank E. Howell, Bennington, Vermont; Clyde L. White, Lynchburg, Virginia; John F. Rose, Piedmont, West Virginia; Gordon R. Lewis, South Milwaukee, Wisconsin.

Report of the Division of Publicity

During 1958, the Division of Publicity operations directed toward the travel or vacation phase as well as a general programme on the Province generally, continued to expand within budgetary limitations. The advertising programme both in the United States and Ontario and Canada was widened with a slightly increased budget and printed materials increased in volume to meet wider demands.

The year proved to be impressive in several ways. The largest volume of direct mail inquiries was received, thus establishing an all time record of 215,264. This compares with 163,391 in 1957, or an increase of 31.7% and with 149,369 in 1956 and 140,072 in 1955. This trend no doubt may be accepted as an increased interest in the Province of Ontario based upon the advertising not only in publications but in our radio programme, billboards, and the general promotion projects.

In search of the vacationers' dollars, the travel field remains highly competitive; jurisdictions expand their budgets, carriers provide larger budgets for advertising, some now concentrating on the new jet plane services to move vacationers with increasing speed to Europe, South America, and points in the U.S. Their programmes also include the stressing of "go now-pay-later," and budgeting of the family vacations. This field provides a further challenge to an area not particularly served by jet air travel, but dependent upon proximity of the vacationer to the Great Lakes area and our borders, as well as economic factors and favourable weather conditions in our comparatively restricted vacation season.

The advertising programme in the United States included some 37 magazines comprising some of the top publications with the largest circulations: Saturday Evening Post, Look, Holiday, National Geographic, and the outdoor books. Where possible, space in zoned distribution was purchased in order to concentrate distribution within the most productive areas.

Daily newspapers used totalled 95 in some 28 States of the Union. The radio programme was carried on 37 radio stations in 10 States.

In Canada, the programme included some 33 magazines and some 315 newspapers including all Ontario dailies and weeklies, week-end publications, etc. The "Know Ontario Better" part of the programme was expanded and according to reports from resort operators an increasing number of Ontarians are availing themselves of vacations within our own Province. This in part helped to balance a slight drop reported in U.S. vacationers at resorts; travellers' vehicle permits for eleven months of the year showed a slight decrease of 1.8% over 1957, with 1,463,019 reported compared to 1,489,998 in 1957.

A summary of advertising shows:

	No. of Publications	No. of Messages	Circulation per Message
U. S. Magazines	37	145	25,000,000
U. S. Daily Newspapers	95	380	27,000,000
Canadian Magazines	33	144	4,000,000
Canadian Newspapers	315	1260	4,500,000

The increased requests for materials resulted too in an increase in the quantity production of printed materials. Total production of materials of all classes and types resulted in a volume of 5,757,000 pieces, a new record for the Department. This figure of course, includes general materials, reminders, giveaways, etc.

The "Know Ontario Better" part of the programme again proved effective, the schedule concentrating in Ontario dailies and weeklies with a series of four advertisements. Reports were heard that some resort operators were able to balance a slight drop in their United States visitors with an increase of those residing in Ontario, and it was

generally felt that the advertising did inspire our own people to holiday here and also travel more about the Province.

Numbers of booklets, brochures and promotional items, prepared and distributed during 1958 in part were as follows:

TRAVEL		GENERAL	
Lure Book—"This is Ontario"	440,000	Ontario Government Services	1,890,000
Travel Tips	400,000	Heartland	150,000
Things to See and Do	300,000	Directory and Guide	8,000
33 Vacation Areas	375,000	Economic Puzzle	75,000
Angling	300,000	Trillium & Shield Cards	300,000
Outstanding Attractions	300,000	Pictures of H.M. the Queen	50,000
Postcards	100,000	Travel News	54,000
History	75,000	Parliament Buildings	75,000
Ontario Fairways	35,000	Annual Report	2,000
Winter Sports	25,000		
Campsites & Roadside Parks	75,000		
Flying Facts	30,000		
Our Vacation in Ontario			
Route II	150,000		
Today in Ontario	80,000		
TOTAL	2,685,000		2,604,000

Where to Stay in Ontario—168,000 pieces comprising 33 areas.

PROMOTION ITEMS

Coasters	100,000
Match Books	100,000
Lapel Buttons for Children.....	100,000
TOTAL	300,000

The summary of the foregoing items prepared for distribution is:

Travel	2,685,000
General	2,604,000
Where to Stay	168,000
Promotion	300,000
TOTAL	5,757,000

ADVERTISING IN UNITED STATES

NEWSPAPERS

Advertisements of 75 lines, placed during the months of February, March, April and May, having shown superior results in 1956 over the large advertisements formerly used, were successfully repeated this year. The medium of 94 newspapers was utilized, being an increase of 12 over 1957. Some newspapers, having previously shown unsatisfactory results were eliminated from the year's schedule, and others were added in new areas to test their drawing power. The numbers of newspapers by state are as follows:—California 7; Delaware 1; District of Columbia 3; Florida 5; Georgia 1; Illinois 5; Indiana 3; Iowa 1; Kentucky 1; Maryland 1; Massachusetts 4; Michigan 4; Minnesota 3;

Missouri 3; Nebraska 1; New Jersey 2; New York 11; North Carolina 2; Ohio 13; Oklahoma 2; Pennsylvania 7; South Carolina 1; Tennessee 3; Texas 5; Virginia 1; Washington 1; Utah 1; Wisconsin 2. Additional this year were Indiana 2 papers; Minnesota 1; Missouri 3; New York 1; Ohio 4; Pennsylvania 2; South Carolina 1; Tennessee 3; Washington 1. States dropped were West Virginia, Mississippi, Maine, and one newspaper in Michigan. This section of our advertising continues to draw a large percentage of inquiries although it has dropped from first place last year to second place this year in low cost per inquiry.

FEATURETTES

A series of pictures released to an agency which specializes in circulating them to newspapers throughout the whole of the U.S.A. This resulted in reproductions and publicity in over 350 weekly newspapers in towns and villages not utilized on our regular advertising schedule. It is felt that this is one of the best ways of reaching the public in small centres.

U. S. MAGAZINES

Advertising in U. S. magazines during 1958 mainly followed the pattern of previous years, although the scope for this was slightly enlarged, to include some of the larger publications — Holiday, National Geographic, Saturday Evening Post, Look, etc. A number of these advertisements were larger than the 90 line advertisements used in the newspapers, others were 50 lines. They were all attuned to the various types of magazines used, such as outdoors, family, and women's magazines. The resultant numbers of inquiries were gratifying and well in keeping with other years.

U. S. RADIO

Radio advertising continued to play an important part in eliciting inquiries. Spots and station breaks were used over 39 broadcasting stations throughout the States. Cost per inquiry was the lowest of all mediums used during this calendar year. Numbers of occasions broadcastings were made by state and city are as follows: MICHIGAN, Detroit 35, Ann Arbor 21, Battle Creek 21, Flint 21, Grand Rapids 21, Saginaw 21; INDIANA, Indianapolis 35, Evansville 21, Fort Wayne 21, South Bend 21; OHIO, Cleveland 35, Cincinnati 35, Akron 21, Columbus 21, Dayton 21, Wheeling 7, Worthington 21; NEW YORK, Buffalo WBEN 35, Buffalo WGR 21, Rochester 35, Schenectady-Albany-Troy 21, Binghamton 21, Syracuse WSYR 21, Syracuse WHEN 21, Utica 21; PENNSYLVANIA, Philadelphia 42, Pittsburg 42, Allentown 21, Erie 21, Wilkes-Barre 21; MINNESOTA, Minneapolis-St. Paul 35, Duluth-Superior 21; WISCONSIN, Milwaukee 35, Green Bay 21, Madison 21; NORTH DAKOTA, Fargo 21; ILLINOIS, Peoria 21; FLORIDA, Miami 18, Tampa 15.

BILLBOARD ADVERTISING

Although the result of this medium cannot be definitely evaluated, it was employed for the second year as a means to keep the name of Ontario before the travelling public as an outstanding vacation province. The boards were used in nine states having easy access to Ontario, with a total of 213 boards being utilized. These were placed at strategic corners of cities and towns, marketing centres, and junctions of well travelled highways: 100 of these boards were lighted. This advertising appeared for a period of one month during May into June, with two appearing late April into May owing to the lack of desirable space being previously sold during the later period. The illustration, printed in brilliant colours, was of a happy family of four touring in their car beside a lake sporting a sailboat in full sail on its sun-glistening surface.

Details of this method of advertising by state and locals are: INDIANA, Michigan City, 4, 1 lighted; South Bend Market 10, 6 lighted; IOWA, Des Moines 16, 8 lighted;

MICHIGAN, Dearborn 6, 2 lighted, Port Huron 6, 2 lighted; MINNESOTA, St. Paul Market 16, 9 lighted; NEW YORK, Albany 6, 3 lighted, Batavia 6, 1 lighted, Rochester 16, 8 lighted, Syracuse 8, 4 lighted, Utica 10, 4 lighted; OHIO, Akron 18, 10 lighted, Columbus 12, Dayton 16, 9 lighted, Toledo 16, 8 lighted; PENNSYLVANIA, Altoona 4, 2 lighted, Erie 8, 4 lighted, Harrisburg 12, 6 lighted, Pittsburgh 15, 9 lighted; WISCONSIN, Madison Market 8, 4 lighted.

CANADIAN ADVERTISING

MAGAZINES

Attention to inter-provincial vacation periods was not neglected. Nation-wide magazines carried our advertisements which this year pointed up a pictorial quiz, the layout being series of six pictures, and the question being "How well do you know ONTARIO?" Readers were invited to test their knowledge of the province by choosing the correct reply from three answers. This advertisement was also translated into French for the benefit of readers of magazines printed in this language. Lesser advertisements were placed in magazines with smaller circulations such as those published by trade and fraternal organizations. Canadian magazines continue to pull well.

NEWSPAPERS

For this section of publicity, strip maps were used, showing adjacent and joining highways by numbers, and the reader once again being asked to test his knowledge of Ontario by his recognition of the locality. Inquiries received quoting the key number carried by these advertisements have proved the worth of this medium.

For the second year newspapers in Ontario published a supplement emphasizing the "Know Ontario Better" theme. Our advertisement of a quarter page, which triggered this edition carried a full page mat, cartoon style, black and white, and was carried by 24 dailies and 10 weeklies. Many local firms followed our lead and carried the K.O.B. message.

Special general advertisements were placed on three occasions to honour notable achievements accomplished over the past few years and brought to fulfillment during this calendar year. The first of these was in honour of the St. Lawrence Seaway and Power Project, and was placed in newspapers at the time of the flooding of the new channels for Hydro development, July 1. The second was the opening of the Burlington Bay Skyway, October 30. Another was in relation to the visit of Princess Margaret.

The foreign language press received a series of twelve advertisements. Those joining in these advertisements were the Departments of Agriculture, Health, Lands and Forests, Planning and Development, Education, Mines. 33 newspapers were used with a total of 18 languages, these being Chinese, Czech, Danish, Dutch, Estonian, Finnish, German, Greek, Hungarian, Italian, Japanese, Jewish, Latvian, Lithuanian, Polish, Serbian, Russian and Ukrainian. The advertisement of this department used the picture quiz that appeared in English newspapers, adapted to the language of the newspaper used. Advertisements of other departments carried a message applying to the services of the department concerned.

RADIO BROADCASTS

Again this year this department repeated radio broadcasts to acquaint listeners with the seasonal festivals in Ontario. As in previous years, they included "Blossom Week" and the "Grape Festival" in the Niagara Peninsula; the "Tomato Festival" in Leamington; and the autumn "Colour Cavalcade" in Muskoka and Haliburton. 42 stations sent the message over the air, giving these celebrations wide coverage. Listeners were given a summary of events and invited to attend and enter into the religious rites and enjoy-

ment of sports provided for their amusement. It is felt that these broadcasts do much toward the success of these fetes.

Following is a list and a description of each of the many various items originating from this division and supplied for distribution to other branches of the department.

TRAVEL PUBLICATIONS

Lure Book

440,000 copies. A 44 page booklet entitled "This is Ontario, Canada's Variety Vacationland." This book was completely composed of pictures and their captions, all printed in brilliant natural colours. It is the most elaborate "Lure Book" yet originating from this department. Many supplementary requests were made for this publication and it was distributed and mailed to countries throughout the world. An invitation to visit Ontario, from the Honourable Leslie M. Frost, Q.C., Prime Minister of Ontario, opened this book, and a welcome from the Honourable Bryan L. Cathcart, Minister of the Department of Travel and Publicity, closed it.

Travel Tips

400,000 copies. A small booklet to answer all normal questions received from interested parties. This is distributed in conjunction with the "Lure Book", and like that publication carries a message and welcome from the Honourable the Minister of this Department to all who visit Ontario. 42 subjects are well covered and with this booklet in his possession, the tourist is aware at all times of the easiest and most productive ways to enter and travel in this province.

Angling

300,000 copies, a larger amount than last year's supply to meet the ever increasing requests for information from the fishermen and women of this era. It carries data on fishing licenses, the types of fish to be caught by the clever angler in various parts of the province, summary of the fishing regulations for 1958, and a message sparked by a plea from the Department of Lands and Forests to keep our vacation lands green by assisting in all ways to keep forest fires from breaking out. A very useful folder for the fisherman to keep handy while following this sport.

Things to See and Do

300,000 copies. This folder, as its title indicates, covers points of interest to see, and amusements and sports to enjoy. A very detailed listing, with locale, of all known outdoor activities, and indoor art shows and summer theatres. The sports enthusiast and the sightseer can tell at a glance where his favourite sport or amusement can be obtained.

Where to Stay

168,000 copies. A listing by 33 areas of accommodations of all types, giving information on facilities obtainable at all licenced establishments. This service to the tourist is of great value to the traveller in Ontario and is kept up to date by annual editing.

33 Vacation Areas	375,000 copies. A coloured folder that complements the "Where to Stay" listings, describing the 33 areas into which, for greater convenience, the province has been divided. An area can be selected by a prospective visitor, and he may then, by writing to the department, receive more detailed information for the planning of his vacation.
Outstanding Attractions	300,000 copies. As its name implies, it points up the most outstanding and spectacular events of the year. A less detailed folder than "See and Do" but following along similar lines, and issued as a supplement to "See and Do."
Winter Sports	25,000 copies. Information by area of all kinds of sports for the colder weather. Pinpointing ski areas and clubs for the outdoors enthusiasts, and bonspiels for the indoor competitors.
Golf Folder	35,000 copies, aptly named "Ontario Fairways". A compilation of golf clubs in Ontario giving size and availabilities. This small folder also gives the dates and clubs holding tournaments for both ladies and men.
Flying Facts	30,000 copies, an increase over earlier printings, indicating that the trend to air travel is rapidly increasing. This is one of the larger folders giving information on customs regulations, airports, and scheduled and non-scheduled flights, and centered with a map marking airports and sea-plane bases. With this information on hand, the air minded traveller can now vacation in remote spots or even virgin territory.
Camping and Roadside Parks	75,000 copies, also an increase over former years. Camping is becoming more and more popular with the vacationist, and this department is receiving proportionately more requests for this book. Detailed information is contained therein on camps and picnic grounds.
Fishing Regulations	20,000 copies, printed by and for the Department of Lands and Forests, and distributed by this department.

SPECIAL PROMOTIONAL ITEMS

Coasters	100,000 coasters with a design of either a lake scene or a beaver. Still a very popular item and sought as a souvenir. Made of aluminum and finished with a fluted edge.
Book Matches	100,000 books, beautifully printed with the coat of arms of the province. This is the item that is the hardest to keep in stock owing to its popularity.
Lapel Buttons	100,000 pieces. Originally intended for the lapel of the school child, but often found decorating the dress or coat of the adult. Decorated with the figure of a "mountie" and bearing the legend "I visited Ontario."

GENERAL PUBLICATIONS

Ontario Government Services

Still continuing its climb in circulation, now 110,000 per issue, this bi-monthly paper is frequently in request for back numbers, and on many occasions the supply has been completely exhausted. People in the professional group are those most interested in the feature articles, most of which originate with the division. Quotes from these have often reappeared in other newspapers. 18 issues have been published and distributed.

Today In Ontario

150,000 copies. This book contains the best features of "Heartland" and "This is Ontario" of 1957. It is a brief, concise summary of the economy and workings of departments, illustrated in black and white. Its intention is to be mostly educational, regarding the Ontario Government, therefore it is extremely useful to scholars and new Canadians.

Directory and Guide

8,000 copies. The quantity printed was increased this year. Year by year the requests for this book become greater. It covers a wide scope of information from Members of the Executive Council, Members of the Legislative Assembly, through to civil servants in key positions. Additional information is contained therein on services offered by all departments including books, brochures and pamphlets printed and distributed by them. Professional people and large firms are those mostly interested in obtaining copies of this book.

Economic Puzzle

75,000. Still very popular with children, a jigsaw puzzle of Ontario by county in the south and district in the north. Imprints on the minds of young people and new Canadians some knowledge of the geography of Ontario as they endeavour to fit the pieces into place.

Trillium & Shield Cards

300,000 copies. A reprint of brightly coloured cards depicting on one, the coat of arms, and on the other, the provincial flower of Ontario, and make delightful book-marks and subjects for the artist's pen or paints.

Our Vacation In Ontario, Route 2

150,000 copies. So great a success was obtained by "Our Vacation" — Route 1, that it was decided to repeat this type of booklet showing a second tour through the province as seen through the eyes of two young people who accompanied their parents on this trip. It follows, as before, the "comic book" format that children like and for the young visitors it reminds them of sights they have seen and things they have done on enjoyable vacations. To Ontario children it builds interest in the province and a wish to also see these interesting sights; indirectly assisting us in our slogan "Know Ontario Better."

Postcards

100,000 large sized postcards were again used, and the visitor given the choice of two views. These were the Ontario Parliament Buildings and a reception centre with receptionist and visitors. These were retained as souvenirs or mailed to friends in many parts of the world.

Pictures of Her Majesty Queen Elizabeth II

50,000 copies of this beautiful portrait of Her Majesty The Queen, were reprinted to supply the many requests received. The original painting was by Pietro Annigoni — the copy lithographed in Canada from a colour gravure by the Times, London, England.

Travel News

54,000 copies, comprising twelve issues. Six to eight pages of interesting reading matter with illustrations, pointing up sports, fairs, celebrations, and other events. Two or three pages depending on information received in this division, are devoted to events to take place during the forthcoming month. Mailed to newspapers in the United States and Canada for their information and used as required. Quotes from these have been noted in this division in the form of clippings from newspapers emanating in the United States. Approximately 100 items have been covered in those bulletins.

Annual Reports

2,000 copies. Separately the work of each branch of the department, the final gathering together, arrangement for layout, design, printing, and distribution, is completed by this division, with the approval of the Honourable, the Minister.

PUBLICITY KITS

A collection of suitable publications mailed to some 95 travel editors or representatives of newspapers in U.S.A. and Canada in which we advertised. As a follow-up to the above, photographs, accompanied by stories, were distributed. In many instances, the stories and pictures re-appeared in newspapers where our advertising was placed.

COST PER INQUIRY

To ascertain the cost per inquiry of each medium of advertising, statistics are compiled annually by this division for comparison.

A complete report on cost per inquiry is not yet available, but a preliminary report shows:

U. S. Magazines	45,661	\$1.85
U. S. Newspapers	31,506	\$1.48
Canadian Magazines	21,322	\$1.97
Canadian Newspapers	9,861	\$1.97
U. S. Radio	18,202	\$1.34

Average cost per inquiry \$1.71

This year a tabulation of costs was made of advertisements in the travel category placed in trade or fraternal magazines, and special general advertisements, the latter sometimes accompanied by a message by the Prime Minister of Ontario, to mark notable events throughout the province. This space was determined based chiefly on request.

ADVERTISING ACCOUNTS

Advertising accounts of various departments continued to be approved by the Director.

G. W. HOGARTH,
Director, Division of Publicity.

Report of the Development Branch

The Development Branch is particularly charged with the administration and enforcement of the Department of Travel and Publicity Act, the Tourist Establishments Act and with "encouraging and promoting improvements in the standards of accommodation, facilities and services offered to tourists" (Department of Travel and Publicity Act).

In order to efficiently carry out the functions and responsibilities of the Branch, regional and district offices are located throughout the Province which are permanent in nature. In addition to the existing office at North Bay, a further regional office was established at Kitchener during 1958 with supervisory responsibilities over the Kitchener, London and Owen Sound inspectorates. In all there are 2 regional offices and 11 district offices located at strategic points throughout the Province.

With the authority for legislative control of Tourist Outfitters' Camps having been assumed by this Department and specifically by the Development Branch in 1958, 2 additional field offices which were established at Port Arthur and North Bay will become administrative district offices.

In accordance with its terms of reference the Development Branch broadened its operations considerably in the latter part of 1958 by the formation of a completely new section, namely, Research and Planning. Its functions include broadening the scope of various educational programmes, conducting studies and surveys pertinent to the further development of tourism in Ontario and undertaking the tabulation and analysis of the information resulting.

As a result of the findings of Research and Planning, information and facts attendant will be of great value to the Branch and to the Department in constructing a much wider base on which to develop future policy, formulating extensive programmes and creating a fund of information from which to draw material to more effectively discharge its responsibilities as outlined in the terms of reference of the Department.

The inception of this new section was inevitable since the results to be obtained are essential to a better planning for increased development of Ontario's tourist industry.

IMPROVEMENT OF STAFF QUALIFICATIONS

To keep abreast with the rapidly changing trends in fields pertinent to the travel industry, personnel of the Branch were enrolled at educational courses to further their knowledge on subjects which are closely related to their responsibilities. These educational courses are listed below:

- Fire Inspection Practices Course
- Electrical Inspection Practices Course
- Forest Fire Prevention Course
- Chamber of Commerce Secretarial Course
- Tourist and Resort Institute, Michigan State University
- Hotel, Resort and Restaurant Administration Course
- Institute on Films and Community Leadership.

FIELD ORGANIZATION

The present structure of the field organization has evolved through the necessity of having sufficient staff strategically located throughout the Province where their services would be of the most benefit to the operators of tourist establishments and other people who benefit from the tourist industry. The enforcement of the Regulations made under the Tourist Establishments Act and the Regulations made under the Travel and Publicity

Act has, to date, been the biggest task confronting the field staff. In general terms, the duties of the field staff are as follows:—

Licensing of tourist establishments in villages, townships and unorganized municipalities

Inspection and report on all types of tourist establishments

Counselling operators of tourist establishments and advising and assisting prospective operators

Analyzing and reporting upon the tourist business and trends of the trade

Maintaining liaison and co-operating with municipal officials, health units and health officers, law enforcement officers, chambers of commerce, local tourist associations, regional tourist associations, etc.

Investigating and, if possible, resolving complaints.

Promoting local interest in tourist matters

Assisting local and regional authorities in the development and promotion of travel in and into Ontario

Advising licence-issuers in cities and towns

Inspection of tourist establishments which are under construction and perusal of their plans

For the purpose of carrying out the above mentioned, the field offices and their personnel are under the immediate supervision of the Chief Inspector and the Supervisor of Research and Planning who are located at head office in Toronto.

Regional Offices

The regional offices are maintained for the purpose of handling a large portion of the detail work which was originally done at head office. Regional supervisors are responsible for the supervision of the district offices under their control.

District Offices

The 11 district offices which are established throughout the Province are staffed by district inspectors. Since the district inspector acts as licence-issuer, it is necessary to have an adequate office staff to carry out these duties. Five permanent inspectors were assigned to the field staff to work as assistants to district inspectors and 13 temporary inspectors were employed during the summer months. The administrative areas of the district offices are outlined on chart 4.

LICENCING

Under the Tourist Establishments Act licences are issued by:—

- (a) municipal corporations in cities and towns, and
- (b) the district inspector of the Department in all other municipalities and unorganized areas.

A total of 5,455 licences were issued, 762 of these by cities and towns and 4,693 by the district inspectors. 65 licences were transferred due to a change in ownership.

27 licences were refused

1 licence was cancelled

22 licences were issued or re-issued that had been previously refused, suspended or cancelled

No prosecutions were undertaken against operators in 1958.

STATISTICS

A comprehensive breakdown by districts of the accommodation under the jurisdiction of this Branch is shown in Appendix A at the end of this report. All other statistics are dealt with under sub-headings in order to give some indication of the various duties performed by the staff.

INSPECTIONS AND ENFORCEMENT

A total of 10,924 visits of all types was made. Of these 5,361 were inspections of tourist establishments and 1,475 were inspections of tourist outfitters' camps. 1,616 tourist establishments and 332 tourist outfitters' camps were visited more than once. 1,870 visits were made with prospective operators, municipal, public health, law enforcement and various other officials and individuals.

During the course of inspection it was found that immediate improvements, some of a minor nature, were required at 1,610 establishments in order to conform to the minimum requirements under the Tourist Establishments Act. In these cases the operators were advised at the time of inspection and later the requirements were confirmed by letter. Upon recheck of the above mentioned places it was found that 1,227 conformed with the requirements within a specified time and that 383 were given until the commencement of the 1959 season to complete major improvements. 149 operators either failed or refused to attempt the required improvements and these cases were referred to head office and dealt with directly by the Chief Inspector.

NEW CONSTRUCTION

The activity and interest in new construction of tourist accommodation in 1958 has surpassed that of the previous year. The quality and the degree of planning has improved considerably. Most large projects are not commenced until the plans have been carefully perused by all authorities concerned. The attitude of operators and builders in seeking all possible technical advice is indicative of a sincere desire to provide the type of accommodation that is being demanded by the travelling and vacationing public. The greatest volume of building took place in the motel and cottage resort field. A detailed breakdown of all new construction, additions to existing establishments and reconstruction is shown in charts 1, 2 and 3.

Visits were made to establishments which were under construction. In most of these cases a minimum of 3 visits was made to each place before the building was completed.

PUBLICATIONS

Greater diversification of Branch functions and ever increasing demands from the industry make it imperative that existing publications be revised and new ones covering a variety of topics be planned and produced for distribution to operators, prospective operators, and others concerned with Ontario's tourist industry. The Research and Planning section has been continually working to that goal.

In addition to those produced by the Branch, publications relating to tourism are stocked in quantity and are available to the industry on general distribution or loan bases. Two publications designed for the immediate guidance of tourist operators and prospective operators for which demands have been high are:

Motels in Ontario

Fishing and Hunting Resorts in Ontario

As in former years the Development Branch has continued to prepare for printing and general distribution to tourists a list of all licenced tourist accommodation and all recognized camping parks available in the Province. These are:

Where to Stay in Ontario

Camp Sites and Roadside Parks in Ontario.

Trade Publications

The Canadian trade publications, dealing with many phases of tourism and especially accommodation and food services, contain high quality material and also contain excellent coverage of matters relevant to tourism. The editors are to be commended.

SURVEYS

During 1958 the Development Branch completed 2 major surveys. The smaller of these was carried out in conjunction with a National Research Agency. From a tabulation and analysis of the larger survey, which was both comprehensive and searching, the Branch was able to gather information which will provide a sound and practical base for future planning. Through careful analysis some of the findings include the following:

1. the non-resident tourist party was made up of 2 to 3 adults and 1 child
2. the party stayed approximately 6 days
3. they travelled 300 - 350 miles
4. they spent about \$169.00
5. most of their time was spent sight-seeing
6. they considered Ontario's interesting and attractive features underdeveloped
7. interesting features which were developed were not well publicized
8. the vacation was enjoyable
9. sanitation facilities in some places of business were a bit sloppy
10. Canadians were a bit cocky about exchange.

The smaller survey, which was completed in conjunction with Business Planning Associates and formed a part of the Canadian Travel Industry Survey, was conducted on a community level. The village of Lakefield was chosen as the location and, upon tabulation and analysis, revealed much valuable information relative to the characteristics of travellers, and the impact of tourist spending upon the economy of a community. As a direct result of this study, the Branch has been able to set up a complete and flexible methodology for introducing and conducting such surveys. This methodology is available to communities or areas interested in determining the importance of tourism, economically, to their municipality.

EDUCATION

As fundamental changes are taking place in the travel industry, the Branch is taking correspondingly progressive steps to increase both the adequacy and the scope of its educational programme. Tourist conferences, short courses for operators, and other types of programming have been revamped and broadened. During 1958 area organization was given top priority, for the purpose of promoting area and community development as well as area promotion throughout the Province.

The educational seminars and tourist conferences have gained popularity and, as a result of the interest evidenced by Provincial Travel Organizations, are attaining the prestige necessary to fulfill the function for which they were primarily designed.

COMPLAINTS

The Development Branch handles all complaints relative to the tourist industry which are received by the Department. A total of 102 formal complaints and 44 trivial complaints were received in this office. This is an increase over the total number of complaints received in 1957 and should not be considered an indication that the quality of accommodation, services and facilities has been altered. It is simply because the public generally are more aware of the Department and have been successful in directing their correspondence to the proper source.

The main items of complaint are diverse and in many ways unrelated and are herewith listed in order of importance—

- overcharging and rudeness
- exchange on the American dollar
- our Liquor Laws
- misleading advertising
- traffic violations
- customs and immigration officials
- retail merchants and garage operators
- sanitation and poor meals
- poor accommodation
- discrimination
- highway signs
- poor condition of municipal roads in outlying areas and
- indifferent guide service.

There are a number of reports each year of personal belongings having been either left behind in a motel, hotel or lodge room or lost entirely. When reports of this nature are received our field staff, wherever possible, investigate immediately and in most cases the articles in question are recovered and forwarded to the complainant. Letters of gratitude are usually received in these instances. Also, letters containing favourable comments and praise as well as constructive criticism are received in increasing numbers. These subjects of favourable comment are—

- our superior highways
- Provincial parks, campsites and roadside parks
- scenery
- points of historic interest
- accommodations, etc.

Many of the complaints received refer to matters outside the jurisdiction of this Department and these cases were referred to the authorities concerned. Generally speaking, it is found that most complaints are fairly well founded. Where remedial action has been undertaken by the Department the results have been good. Often it is found that the basic underlying cause of complaint has been a clash of personalities between the tourist and the operator.

Exchange on the American dollar has caused considerable difficulty in the past few years. Most Americans do not realize that they should change their money to Canadian currency before crossing the border. The rate of exchange does not bother them as much as the attitude of some Canadians in collecting the exchange and failing to explain the reason. The exchange rate amounts to little more than the sales tax in most States of the United States, however, the way in which it is collected can hurt the feelings of our American guests and reflect poorly on ourselves as hosts.

ASSOCIATIONS

A progressive step forward was taken in 1958 by Ontario Tourist Associations. The Association of Tourist Resorts, the Northern Ontario Tourist Outfitters' Association and the Ontario Tourist Courts Association became charter members of a new co-operative Joint Board of Ontario Travel Associations. This Board was constituted to co-ordinate the efforts of member associations, to further a public relations programme and, on behalf of the industry, to make recommendations for the furtherance of tourism in Ontario.

Several tourist area associations were formed during 1958 each for the purpose of motivating and co-ordinating the efforts of individuals and local associations into cohesive groups to provide an organized voice for tourism, to develop local features and attractions and to promote the areas. These organizations are to be commended for initiating undertakings which will be of material benefit to the economy of Ontario generally and their respective areas specifically.

The staff of this Branch is privileged to work very closely with area and local organizations and to assist them wherever possible to carry out their constitutional functions. Also, Branch members have served as speakers or attended conferences with a view to encouraging interest in the further development of those factors which contribute to the growth of travel in and into Ontario.

ACCOMMODATION

During 1958 motels and other tourist establishments continued to appear in greater numbers along Ontario's highways and in the lakeland vacation areas. More than an estimated 6½ million dollars of private capital was invested in motel accommodation this year. This figure represents an increase of 1 million dollars over a similar expenditure in 1957 and reflects the high esteem in which travel here is held and the confidence which is placed by operators and private investors in the future of tourism in Ontario.

Sleeping accommodation in Ontario is steadily approaching favourable comparison to that of the popular vacationing areas of North America. Operators generally, becoming keenly aware of the stiff competitive field of international travel, are meeting this challenge by up-grading their sleeping accommodation and providing the necessary allied services to the limits of their financial capacities.

Coupled with a steady improvement in the standards of sleeping accommodation, tourist groups and associations are now turning their collective hands to developing another facet of accommodation, recreation. Ontario's great store of interesting and attractive natural features together with historical sites and points of interest are being developed and converted into valuable travel amenities so necessary to provide a healthy, enjoyable and diversified vacation.

STATE OF TOURISM IN ONTARIO IN 1958

Revenue from Ontario's tourist industry, if it may be referred to as an industry, was down an estimated 3 to 5 percent from 1957. Yet, according to authoritative sources, expenditures by non-resident tourists in Canada were larger than the value of exports of any single commodity except newsprint and wheat. Again as in previous years Canada and Ontario experienced a multi-million dollar travel deficit. During the holiday season, when an exchange of Canadian dollars and foreign currency was quite substantial, the balance may have been slightly in favour of Canada. But the summer season is the only time when such a situation exists. During the other seasons and for the year as a whole, the balance is in the opposite direction. In 1957, according to the Dominion Bureau of Statistics, Canadians visiting abroad spent \$525 million dollars while non-residents travelling in Canada spent \$363 million dollars. Ontario, it is figured, receives about 50 percent of the total non-resident tourist expenditure.

While revenue from non-resident visitors was down from 1957, it is estimated that resident tourist spending increased sufficiently to almost offset the decrease in foreign expenditure in Ontario.. It is estimated that increased resident travel was stimulated by two programmes, namely, "Know Ontario Better" and "Know Canada Better" sponsored by the Ontario Department of Travel and Publicity and the Canadian Tourist Association respectively.

Surveys and studies conducted by the Branch revealed constructive criticisms and comments which received the attention warranted. Studies also revealed that the impact of tourist spending was spread broadly throughout the economy of Ontario. According to a Canadian chartered bank review, a breakdown of the expenditure recorded by American Motorists here shows that nearly a third was spent on food and beverages, almost a quarter on lodging and nearly a sixth on transportation. Approximately a fifth of the total expenditure was in retail stores. Thus, the healthy development of tourism in Ontario is a responsibility which must be borne not only by the operators of sleeping accommodation but also by owners and managers of almost every other type of business ranging from farming through restaurants and service stations to retail trades and industry and even, through taxes collected, to Governments, Municipal, Provincial and Dominion. Therefore, since the impact of tourist spending has a wide bolstering effect upon the economy of Ontario, the factors which contribute to the maintenance and further development of tourism in Ontario warrant the attention of individuals, citizen groups, associations, banks and Governments as well as tourist groups which are at present actively engaged in attempting to attract a greater volume of vacationers.

J. R. McHATTIE,
Director, Development Branch

Chart 1. This chart shows the breakdown by district of the 158 completely new establishments with a total of 1,199 units that were built in 1958.

	Motels #	Units	Cottages #	Units	Cabins #	Units	Lodges #	Units	Hotel & Inn #	Units	Trailers #	Units	Other #	Units
Orillia	8	73	1	2										
Peterborough	5	54	13	37	1	6							5	39
Arnprior	13	178	14	40	1	7		1	6	2	13		4	24
Huntsville	3	14	5	14	1	4								
Napanee	4	27												
Kitchener	6	135												
London	6	128	2	6							1	50		
Owen Sound	2	18	1	3	1	2								
North Bay	13	139	5	11			2	9						
Sault Ste. Marie	6	48	2	3	3	7	1	3			1	5		
Kenora	6	35	12	34	2	4	4	11					1	10
Totals	72	849	55	150	9	30	8	29	2	13	2	55	10	73

Chart 2. This chart shows the breakdown by district of the additions that were built at 382 existing establishments with a total of 1,069 units.

	Motels #	Units	Cottages #	Units	Cabins #	Units	Lodges #	Units	Hotel & Inn #	Units	T. Home #	Units	Trailers #	Units	Other #	Units
Orillia	9	45	4	8	4	7										
Peterborough	2	7	37	47	2	7	5	10								
Arnprior	14	93	19	28	2	19	6	10	1	2					1	8
Huntsville	4	23	31	52	3	3	18	41	1	3						
Napanee	7	42	18	23	3	4										
Kitchener	20	119			1	4			1	8						
London	14	80	4	9									1	82		
Owen Sound	5	32	11	16	2	3					1	4				
North Bay	4	20	33	41			9	32								
Sault Ste. Marie	4	18	21	28	3	4	13	24								
Kenora	3	7	30	43	2	3	9	10								
Totals	86	486	208	295	22	54	60	127	3	13	1	4	1	82	1	8

Chart 3. This chart shows the breakdown by district of the reconstructions that were made at 53 existing establishments with a total of 242 units.

	Motels		Cottages		Cabins		Lodges		Hotels & Inns	
	#	Units	#	Units	#	Units	#	Units	#	Units
Orillia	2	17	1	3	1	2				
Peterborough	1	1	1	1			1	1	1	2
Arnprior	1	5								
Huntsville							2	8		
Napanee	2	18	20	38	1	2	1	25		
Kitchener	1	64								
London	4	16	3	10						
Owen Sound	0	0	0	0						
North Bay			5	14			1	1		
Sault Ste. Marie			1	8			1	1		
Kenora	1	3					1	2		
Totals	12	124	31	74	2	4	7	38	1	2

District offices have administrative areas as follows:—

KENORA DISTRICT—Kenora, Rainy River, Thunder Bay, western part of Cochrane.

SAULT STE. MARIE DISTRICT—Algoma, Manitoulin, western part of Sudbury.

NORTH BAY DISTRICT—Part of Nipissing, Temiskaming, part of Parry Sound, eastern part of Sudbury, eastern part of Cochrane, part of Renfrew.

HUNTSVILLE DISTRICT—Haliburton, part of Parry Sound, part of Muskoka.

ORILLIA DISTRICT—Simcoe, part of York, part of Ontario, part of Muskoka, Dufferin.

OWEN SOUND DISTRICT—Grey, Bruce, Huron, Perth.

LONDON DISTRICT—Essex, Kent, Lambton, Elgin, Middlesex, Oxford, Norfolk, Brant, Haldimand.

KITCHENER DISTRICT—Welland, Lincoln, Wellington, Waterloo, Wentworth, Halton, Peel, part of York.

PETERBOROUGH DISTRICT—Durham, Northumberland, Peterborough, Victoria, part of Hastings, part of Ontario.

NAPANEE DISTRICT—Prince Edward, Frontenac, Lennox and Addington, part of Hastings.

ARNPRIOR DISTRICT—Renfrew, Lanark, Carleton, Leeds, Grenville, Dundas, Stormont, Glengarry, Russell, Prescott, part of Nipissing.

T.E.—TOURIST ESTABLISHMENT
T.O.—TOURIST OUTFITTER
EST.—No. OF ESTABLISHMENTS
R.U.—RENTAL UNITS OF ACCOMMODATION
AVAILABLE TO VACATIONISTS

APPENDIX A
TOURIST ACCOMMODATION IN ONTARIO BY INSPECTORAL ZONES
AND TYPE OF ESTABLISHMENT

INSPECTORAL ZONES		MOTEL		COTTAGE		CABIN		LODGE		INN		TOURIST HOME		Trailer & Tent Establishment		DISTRICT TOTALS		YEAR ROUND R.U. OPERATIONS
		Est.	R.U.	Est.	R.U.	Est.	R.U.	Est.	R.U.	Est.	R.U.	Est.	R.U.	Est.	R.U.	Est.	R.U.	
Orillia	T.E.	74	883	377	2444	348	3149	152	3759	22	529	22	204	6	192	1001	11160	79
Peterborough	T.E.	65	882	473	3006	68	1241	134	1222	21	315	17	216	10	164	788	7046	65
Arnprior	T.E.	114	1793	276	1339	96	792	64	849	12	294	39	341	3	49	604	5457	135
Huntsville	T.E.	21	192	306	1740	80	586	197	4330	13	275	9	139	—	—	626	7262	25
	T.O.					1	7									1	7	
Napanee	T.E.	52	820	295	1425	52	377	120	1250	11	99	10	139	1	10	541	4120	54
Kitchener	T.E.	284	4916	45	450	136	1365	2	14	6	68	59	763	2	271	534	7847	233
London	T.E.	192	2623	196	1190	92	771	22	238	11	280	43	423	13	531	569	6056	186
Owen Sound	T.E.	45	487	211	1031	101	723	38	577	1	14	59	1063	12	264	467	4159	98
North Bay	T.E.	77	794	41	283	55	300	5	57	6	81	—	—	3	81	187	1596	70
	T.O.	11	162	485	3010	14	81	218	2108	1	4	—	—	—	—	729	5365	
Sault Ste. Marie	T.E.	5	53	161	884	10	57	146	1222	3	31	—	—	1	5	326	2252	58
	T.O.	46	558	4	9	24	177	3	14	7	105	7	94	—	—	91	957	
Kenora	T.E.	50	578	28	205	30	185	2	53	3	61	—	—	1	22	114	1104	62
	T.O.	12	212	261	1514	37	234	217	1667	1	13	—	—	—	—	528	3640	
TOTAL		1048	14953	3159	18530	1144	10045	1320	17360	118	2169	265	3382	52	1589	7106	68028	1065



REQUESTS FOR INFORMATION ANSWERED

The Department's Information Division staff answers close to a quarter million direct mail inquiries in 1958 to satisfy the increasing demand for information about Ontario. In replying, literature provided by municipal authorities, interested community organizations and associations and resort operators is often included with Department publications to more fully delineate local scenes, attractions and accommodation facilities.

Report of the Information Branch

As the Department's channel of communications, the Information Branch's primary function is to help establish an ever closer link between the tourist and those engaged in providing tourist services. The distribution of Department and other organizational literature and the answering of 280,503 enquiries, as well as the operation of fourteen Ontario Tourist Reception Centres, are the principal means of accomplishing this purpose. Listed below is a brief enumeration of the chief activities engaged in by the Information Branch.

RECEPTION CENTRES: The supervision and administration of fourteen Ontario Tourist Reception Centres, twelve of which are located at Ontario-United States border points. The staffs at these Centres are trained and inspected regularly during the months of May to October, inclusive. Of the fourteen Centres, three remain open all year. A new Centre is scheduled to open June 1st at Lancaster, Ontario.

TRAVEL AND SPORTS SHOWS: These events are attended by staff members who prepare, erect and man a display booth or information exhibit where the enquiries of prospective tourists are answered both orally and through the use of printed tourist material.

DISTRIBUTION OF LITERATURE: Distribution of all Departmental travel publications and determining the quantities to be allotted to various Travel and Tourist Agencies, Chambers of Commerce, Boards of Trade, Clubs, etc. throughout the world. In addition, the Information Branch co-operates with proprietors of resorts, hotels and camps, as well as 'Area Tourist Organizations', in the distribution of their material.

REGIONAL LISTS: The compiling, printing and mailing of a daily list of potential vacationists to more than 360 Chambers of Commerce and Boards of Trade, Outfitters Associations, and individual resort operators throughout Ontario.

STATISTICS: The keeping of statistics on the results of advertising for the Department in daily newspapers, magazines, periodicals, radio and TV, and also all statistics on the entry of tourists, their interests, length of stay, etc. in relation to the operation of Ontario Government Tourist Reception Centres.

TOURIST CORRESPONDENCE: The processing of all direct mail enquiries, amounting to more than 35,000 per month during the busy season.

DIRECT MAIL ENQUIRIES

Individual mail requests for literature and information, largely coupon returns from Ontario travel advertising, increased with 215,264 enquiries received during the calendar years 1958 as compared to 163,391 during the year 1957.

Indirect mail enquiries received from sources other than as a result of Departmental advertising (i.e. enquiries referred to the Department by the Canadian Government Travel Bureau, and prospective vacationist enquiries resulting from Sports and Travel Shows) showed an increase with 65,239 requests recorded in 1958 as compared with 45,474 in 1957.

The grand total of enquiries serviced showed a marked increase with 280,503 in 1958 as compared to the 1957 total of 208,865.

From February 1st until August 1st, 185,251 enquiries were received and answered. The average for this six-month period in 1958 was 7,125 enquiries per week. The peak month for mail was April with 53,136 letters and coupons; May followed with 42,296, and June was next with 33,093.

The service of providing an "Enquiry List" was maintained on a gratis basis to Chambers of Commerce, Boards of Trade and Tourist Organizations. In addition, the Lists were made available to individual operators for a nominal fee of \$7.50 per year. In 1958 the Information Branch prepared 238 lists containing 14,072 names of prospective vacationists, as compared to 216 lists containing 13,324 names during 1957. Comments regarding the usefulness of the Enquiry List received from active Chambers of Commerce, Tourist Organizations and individual operators clearly indicate strong approval that the service be continued.

In addition to the foregoing, close liaison was maintained with the Canadian Government Travel Bureau, railways, airlines and other transportation services, motor travel clubs, oil company travel services, magazine and newspaper travel bureaus, travel agents, Canadian Consulates and like offices abroad, both in arranging for distribution of Ontario literature and in handling specialized enquiries which came to their attention.

A permanent staff of 29 was employed at Head Office, with an additional 6 temporary employees during the spring and early summer when enquiries are at their peak. As in previous years, the staff was able to handle the situation because of an arrangement with a commercial addressing service which addressed more than 90,000 envelopes.

RECEPTION CENTRES

Well-trained and courteous staffs at the fourteen Ontario Tourist Reception Centres extended the Province's first official welcome to 539,680 visitors. Free information and travel assistance was provided at these Centres by 8 male supervisors, 4 female supervisors, and 63 female receptionists wearing the colourful 'Mountie-style' uniform. Typical of the services provided at these Centres are the following:

1. Free road maps and Ontario literature.
2. Maps of other States and Provinces.
3. Writing facilities and free stationery.
4. Clean washrooms.
5. First-aid kits.
6. Sewing kits.
7. Angling and hunting licences (in most cases).
8. Railway, bus, airline and ferry schedules.
9. Free postcards.
10. Telegraph facilities.
11. Local and long-distance telephone (where it is necessary to call ahead to obtain accommodation for a traveller, this is done at no expense to him. This service has proven to be a public relations feature which has drawn a great deal of good-will for Ontario, at small cost).

At several Centres free cups of tea are served to travel-weary guests. This gesture of hospitality has been graciously received by visitors as a token of genuine friendliness. The fact that the serving of tea is something seldom encountered outside the home and is so truly Canadian points up right at the outset the atmosphere of a foreign vacation.

Visitors to the Centres are given a 'Comment Card' on which they are invited to write their criticisms and suggestions upon completion of their visit. Of the thousands of these cards returned in the mail nearly all are highly complimentary, both for the friendliness, courtesy and service received at the Centres and the general vacation enjoyment provided by Ontario. The suggestions contained in the cards serve as a valuable assessment of our tourist services and where they may be improved. Each card re-



TRAVELS TO ENCOURAGE TRAVEL IN ONTARIO

Mobile Information and Reception Centres proved popular at many Sportsmen's Shows and other celebrations at home and abroad during 1958. Exhibition displays were also designed and erected at Canadian National Exhibition and elsewhere.

turned receives a reply of appreciation, with an explanation as to how each suggestion is studied and acted upon wherever possible. Moreover, the visitor is cordially invited to come again to Ontario for his vacation.

Staffs for the Centres are carefully chosen and, for the most part, are re-employed from year to year with preference being given to intelligent and courteous university students wherever possible.

Reception Centres and Staff:

Location	Supervisor	No. of Receptionists
Cornwall	Miss L. Ross	3
Fort Erie	B. Wilson	3
Fort Frances	Miss N. Cornell	3
Hawkesbury	R. Cuillerier	3
Homer	D. R. Allan	5
Ivy Lea	E. Wills	4
Kenora	G. T. Beatty	3
Middle Falls	Mrs. H. D. Keane	1
Niagara Falls	D. R. Allan	6
Point Edward	E. L. Hardy	16
Prescott	R. Clarke	3
Sault Ste. Marie	L. McAuley	4
Windsor	Mrs. D. Heller	9 (two Centres)
		—
		63
		—

In addition to the fourteen Ontario Tourist Reception Centres, four female uniformed Guide-Receptionists conduct hourly tours through the Main Building of the Parliament Buildings, Toronto, provide information and direct visitors to the various governmental offices. A total of 24,700 persons were conducted on tours of the Buildings and Legislative Chambers. This total is composed of 17,600 students, 5,575 individual visitors, and 1,525 persons of other groups.

At the Travel Information Desk in the Main Building of the Parliament Buildings two uniformed receptionists gave information and literature to 4,775 visitors and answered 2,297 telephone enquiries.

MOBILE RECEPTION CENTRE

The use of the specially designed mobile unit, produced in 1957, was continued, providing Information Branch with a 'Mobile Reception Centre'. Even before its completion, the Mobile Unit had received so many invitations to Canadian and United States centres and events that it was in constant demand throughout the entire summer and fall of 1958. The Mobile Unit, designed for easy access and illustrating Ontario's many vacation attractions, proved invaluable as an information exhibit. Its mobility and ease of setting up saved many man-hours usually required in erecting and dismantling the conventional information or exhibit booth.

The Mobile Unit received much favorable publicity from the press, radio and television, both in Canada and in the United States. It should prove its further value in the future as a mobile classroom for Reception Centre staffs across the Province, and as a means of assessing the flows of tourist traffic to determine the necessity and location of additional Reception Centres.

The Mobile Unit proved to be invaluable in conducting a survey at a point south of North Bay and a point on Highway No. 400 south of Barrie. The purpose of the

survey was to obtain a knowledge of the potential value of Reception Centres being established in these areas. The Mobile Unit was in operation for a period of approximately two weeks at each location.

DISTRIBUTION OF ONTARIO LITERATURE

Another major function of the Information Branch is the distribution of both governmental literature and area literature received from Chambers of Commerce, Tourist Organizations and individual resort operators. During the calendar year 1958 more than 5 million pieces of literature were handled by the Branch. Because of the great volume handled, and the fact that the greatest demand is during the early months of the year, it is necessary to carry a reasonable supply of the major publicity pieces into the new year until the current productions are delivered by the printers.

A list of Departmental publications and quantities distributed during 1958 follows:

Road Maps	1,000,000
Variety Vacation	400,000
Our Vacation in Ontario	154,000
Angling	300,000
Things to See and Do	300,000
History folder	82,000
33 Vacation Areas folder	375,000
Outstanding Attractions	300,000
Flying Facts	30,000
Ontario Golf Folder	35,000
Winter Sports	25,000
Travel Tips	420,000
Logbooks	25,000
Cruising Ontario Waters	5,000
Canoe Charts	1,000
Coasters	100,000
Campsites	75,000
Match Books	204,000
Mountie Buttons	105,000
Where to Stay (areas 1 to 33)	168,000 sets
Ontario Floral Emblem	150,000
Ontario Shield	150,000
Ontario Fishing Regulations	20,000
Post Cards	107,000
Total:	4,531,000

In addition to the listed material, Information Branch distributed a large number of the following publications on behalf of the Division of Publicity:—

Today in Ontario, Ontario Heartland of Canada, Parliament Buildings folders, Queen's pictures, and Ontario Jig-saw Puzzles.

Other Ontario Government literature, such as the Department of Highways Road Bulletin and the Department of Lands and Forests fishing and hunting regulations, etc., was also distributed.

As members of the Northern Great Lakes Area Council, 10,000 maps were distributed for this group; also a large quantity of Canadian Government Travel Bureau material was handled, such as the Canada-U.S.A. map and 'How to Enter Canada' booklet.

CONVENTIONS, TRAVEL SHOWS AND SPECIAL ACTIVITIES

An effective means of contacting potential tourists and making them aware of the vacation attractions in Ontario is through the medium of Sports and Travel Shows in Canada and the United States. In 1958 Information Branch attended the following Shows and Exhibitions with an Information Centre established by Branch personnel:—

Chicago Travel Show; Canadian National Sportsmen's Show, Toronto; Canadian Restaurant Show, Toronto; Trade Fair, Woodstock; St. Lawrence Seaway Power Lake ceremonies, Cornwall; and the International Plowing Match, Crysler.

Working in close conjunction with Convention Committees, particularly with regard to the mailing of publicity material and in some cases providing uniformed receptionists to give on-the-spot information, resulted in many letters of appreciation and comments to the effect that the work of the Department must be credited in no small part to the success of the Convention and encouraging delegates to vacation in Ontario.

STATISTICAL REPORTS

It should be noted that much valuable information regarding the number of visitors to Ontario and to the Reception Centres, lengths of stay, destination and interests are to be found in the Appendices which follow this report.

F. A. VENN,
Director, Information Branch

DIRECT MAIL ENQUIRIES BY STATES AND PROVINCES

CANADA	1958	1957		1958	1957
Alberta	2,122	(1,488)	Ontario	39,244	(21,347)
British Columbia	2,293	(1,459)	P. E. I.	159	(60)
Manitoba	1,734	(1,309)	Quebec	10,532	(7,890)
New Brunswick	1,395	(868)	Saskatchewan	1,299	(829)
Newfoundland	263	(114)	N. W. T.	34	(25)
Nova Scotia	1,219	(800)	Yukon	1	(5)
			Sub-Total:	60,295	(36,194)

UNITED STATES

Alaska	33	(45)	Montana	329	(226)
Alabama	813	(488)	Nebraska	982	(909)
Arizona	218	(199)	Nevada	71	(57)
Arkansas	403	(267)	New Hampshire	779	(615)
California	8,041	(6,744)	New Jersey	7,437	(6,050)
Colorado	678	(612)	New Mexico	247	(188)
Connecticut	2,144	(1,997)	New York	25,717	(22,900)
Delaware	696	(542)	North Carolina	1,352	(962)
Dist. of Columbia	718	(646)	South Carolina	611	(309)
Florida	1,453	(1,215)	North Dakota	416	(295)
Georgia	808	(622)	South Dakota	383	(300)
Idaho	389	(263)	Oklahoma	764	(697)
Illinois	9,053	(8,810)	Ohio	14,768	(12,189)
Indiana	6,589	(3,064)	Oregon	1,501	(1,070)
Iowa	2,877	(2,346)	Pennsylvania	13,562	(9,570)
Kansas	1,078	(1,242)	Rhode Island	535	(547)
Kentucky	1,100	(816)	Tennessee	1,234	(866)
Louisiana	673	(496)	Texas	3,132	(2,605)
Maine	930	(748)	Utah	281	(186)
Maryland	1,536	(1,520)	Vermont	386	(308)
Massachusetts	4,703	(4,113)	Virginia	1,465	(1,152)
Michigan	13,939	(11,070)	Washington	1,752	(1,304)
Minnesota	3,484	(2,886)	West Virginia	816	(715)
Mississippi	427	(194)	Wisconsin	6,260	(4,038)
Missouri	2,393	(1,943)	Wyoming	100	(119)
			Sub-Total:	150,056	(121,065)
			Sub-Total:	4,913	(6,132)
			TOTAL:	215,264	(163,391)

FOREIGN

Sources of enquiries other than Direct Mail (i.e. Canadian Government Travel Bureau lists and Travel Shows).....			TOTAL:	65,239	(45,474)
			GRAND TOTAL:	280,503	(208,865)

FOREIGN DIRECT MAIL ENQUIRIES

	1958	1957		1958	1957
Africa	10	(15)	Indonesia	482	(400)
Algeria	1	(1)	Iran	—	(2)
Arabia	2	(4)	Iraq	148	(242)
Argentina	236	(247)	Israel	11	(5)
Australia	267	(239)	Italy	57	(85)
Austria	11	(6)	Jamaica	11	(3)
Bahamas	3	(4)	Japan	25	(26)
Barbados	1	(1)	Korea	1	—
Belgian Congo	4	(6)	Lebanon	3	(2)
Belgium	52	(85)	Luxemburg	1	—
Bermuda	10	(10)	Malaya	33	(37)
Bolivia	—	(1)	Malta	7	(11)
Borneo	2	—	Mexico	80	(82)
Brazil	132	(109)	Netherlands	106	(101)
British Guiana	29	(67)	New Zealand	123	(117)
B.W.I.	9	(7)	Nigeria	694	(1,597)
Bulgaria	—	(1)	Norway	18	(13)
Burma	—	(2)	Pakistan	17	(16)
Canal Zone	10	(5)	Panama	1	(1)
Ceylon	171	(137)	Paraguay	1	—
Chile	26	(31)	Peru	10	(16)
China	3	(4)	Philippines	54	(51)
Colombia	20	(25)	Poland	8	(2)
Cuba	42	(47)	Portugal	6	(11)
Cyprus	1	—	Puerto Rico	31	(63)
Czechoslovakia	12	(5)	Rhodesia	10	(5)
Denmark	16	(31)	South Africa	58	(62)
Ecuador	1	(4)	So. Rhodesia	2	(3)
Eire	6	(25)	Spain	483	(522)
Egypt	5	(5)	Sudan	1	—
Fiji	5	(5)	Sweden	62	(36)
Finland	21	(9)	Switzerland	32	(29)
France	85	(104)	Syria	9	(12)
Germany	88	(115)	Tanganyika	5	(7)
Guatemala	5	—	Thailand	4	(2)
Gold Coast	55	(63)	Trinidad	17	(26)
Greece	2	(4)	Tunisia	2	(1)
Guam	5	(8)	Turkey	29	(49)
Haiti	1	—	Uganda	9	(7)
Hawaii	76	(98)	United Kingdom	435	(549)
Honduras	2	—	Uruguay	14	(11)
Hong Kong	6	(14)	Venezuela	23	(23)
Honolulu	3	(3)	Yugoslavia	292	(292)
Hungary	9	(7)	Zanzibar	2	(8)
India	51	(49)			
			TOTAL:	4,913	(6,132)

ONTARIO TRAVELLERS VEHICLE PERMITS, 1946-1958. (Motor vehicles entering from U.S. for stays of 48 hours or more, or departing by another point of exit than the one entered) 1st line Monthly; 2nd line—Cumulative.

	1946	1947	1948	1949	1950	1951	1952	1953	1954	1955	1956	1957	1958
January	15,190	12,953	13,119	17,591	20,296	20,919	19,822	23,484	26,950	28,421	29,475	24,255	29,066
February	16,048	11,904	16,705	20,111	19,432	18,687	25,862	28,579	29,379	25,156	28,015	29,585	23,215
March	31,238	24,857	29,824	37,702	39,728	39,606	45,864	52,063	56,329	53,577	57,490	53,840	52,281
	27,682	15,724	24,984	23,209	23,327	34,780	32,008	36,871	33,435	37,833	40,269	44,702	40,030
April	58,920	40,581	54,808	60,911	63,055	74,386	77,692	88,934	89,764	91,410	97,759	98,542	92,311
	39,309	31,355	40,477	47,494	45,862	47,152	53,403	60,528	61,290	69,745	59,227	65,962	70,967
May	98,229	71,936	95,285	108,405	108,917	121,538	131,095	149,462	151,054	161,155	156,986	164,504	163,278
	65,578	69,044	84,931	95,817	87,335	88,481	107,841	112,432	121,135	127,378	97,620	112,473	123,478
June	163,807	140,980	180,216	204,222	196,252	210,019	238,936	261,894	272,189	288,533	254,606	276,977	286,756
	112,688	125,324	121,805	138,554	147,892	180,506	179,984	189,358	174,207	183,706	204,250	207,184	190,079
July	276,495	266,304	302,021	342,776	344,144	390,525	418,920	451,252	446,396	472,239	458,856	484,161	476,835
	187,783	227,395	262,791	285,494	296,761	309,637	313,798	351,330	358,671	372,761	335,475	342,334	329,680
August	464,278	493,699	564,812	628,270	640,905	700,162	732,654	802,582	805,067	845,000	794,331	826,495	806,515
	211,280	264,079	263,250	265,188	275,647	325,419	338,682	355,617	329,130	329,938	329,450	366,675	368,450
September	675,558	757,778	828,062	893,458	916,552	1,025,581	1,071,336	1,158,199	1,134,159	1,174,938	1,123,781	1,193,170	1,174,965
	108,765	119,889	161,913	163,175	169,692	170,265	137,294	190,000	180,247	192,163	175,827	160,392	143,937
October	784,323	877,667	989,975	1,056,633	1,086,244	1,195,846	1,208,630	1,348,199	1,315,406	1,367,101	1,299,608	1,353,562	1,318,902
	61,652	73,549	72,134	78,906	82,231	83,450	76,382	96,937	90,179	94,126	92,269	85,308	91,766
November	845,975	951,216	1,062,109	1,135,539	1,168,475	1,279,296	1,285,012	1,445,143	1,405,585	1,461,227	1,391,877	1,438,870	1,410,668
	36,191	35,675	40,015	38,284	40,689	37,052	45,313	50,884	50,496	49,712	53,147	51,128	52,351
December	882,166	986,891	1,102,124	1,173,823	1,209,164	1,316,348	1,330,325	1,496,027	1,456,081	1,510,946	1,445,024	1,489,998	1,463,019
	20,930	18,303	23,832	26,668	27,126	26,733	32,038	38,088	36,297	38,996	40,336	43,844	36,721
TOTAL:	903,096	1,005,194	1,125,956	1,200,491	1,236,290	1,343,081	1,362,363	1,534,115	1,492,378	1,549,942	1,485,360	1,533,842	1,499,740

Reception Centre Summary for 1958	Kenora	Fort Frances		Middle Falls	S. S. Marie		Point Edward	Windor Bridge		Windor Tunnel	Fort Erie		Homer	Niagara Falls	Ivy Lea	Prescott			Cornwall			Hawkes- bury	
		May 18 Sept. 15	May 18 Sept. 15		May 18 Oct. 15	May 18 Sept. 15		May 18 Oct. 15	May 18 Sept. 15		May 18 Oct. 15	May 18 Sept. 15				May 18 Oct. 15	May 18 Sept. 15	May 18 Oct. 15					
Opening date:																							
Closing date:																							
Total visitors to Centre:	17,374	16,466	22,813	21,703	114,924	32,465	39,778	26,976	49,359	96,284	37,306	10,189	27,881	26,162	539,680								
No. of parties represented:	17,182	15,396	22,813	19,597	109,534	27,273	34,402	23,710	48,945	94,062	36,374	8,225	24,540	24,984	507,037								
No. on first visit to Ontario	2,517	1,388	4,390	3,237	5,963	8,870	10,190	811	5,100	34,912	10,669	3,971	458	10,209	102,685								
Nos. staying:																							
1 week or less	4,901	13,388	18,173	15,692	86,166	20,884	28,388	18,080	40,266	84,705	24,538	5,172	15,773	10,849	386,975								
1 - 2 weeks	578	2,241	3,562	2,258	13,473	4,293	4,126	3,962	5,741	7,117	6,660	1,356	2,045	6,246	63,658								
2 - 3 weeks	176	361	732	320	6,022	1,458	1,410	853	2,051	1,578	2,773	598	785	3,180	22,297								
3 - 4 weeks	30	95	151	252	1,395	444	293	260	511	258	492	309	222	2,525	7,237								
Month or more	148	180	195	214	2,477	162	185	230	376	404	656	259	359	1,288	7,133								
Unstated	33	201	—	751	5,391	5,224	5,376	3,591	414	2,222	2,587	243	8,697	1,130	35,860								
Destination:																							
N. W. Ontario	3,173	13,478	20,151	434	280	276	1,031	511	1,371	1,371	404	328	329	1,443	43,652								
Nor. Ontario	65	28	621	1,585	5,771	737	1,092	1,475	1,318	1,330	230	439	474	1,973	17,138								
Cen. Ontario	276	443	338	448	16,831	3,666	2,671	8,861	8,140	8,239	1,530	977	1,852	2,513	56,385								
S. E. Ontario	105	39	79	602	2,819	2,673	1,112	1,731	5,722	5,764	2,003	2,547	10,224	1,599	37,019								
S. W. Ontario	158	73	163	2,748	76,119	17,486	26,382	10,223	68,208	69,028	973	925	766	6,277	279,529								
Quebec and East	207	79	276	1,780	6,460	2,347	2,804	1,276	7,730	7,779	1,283	1,484	4,565	9,791	47,861								
Manitoba and West	1,126	2,177	1,185	450	1,255	56	238	109	640	551	135	126	421	775	9,244								
Unstated	37	67	—	131	5,390	5,224	5,376	874	414	2,222	3,358	593	6,099	894	30,679								
No definite dest. (%)	—	11%	—	25%	1%	11%	19%	23%	1%	—	10%	1%	—	—	6.22%								
Road maps issued:	2,789	471	8,123	7,138	40,506	9,600	14,574	6,951	14,828	27,820	15,866	2,283	12,312	10,558	173,819								
Phone calls made:																							
Local	314	5,136	—	309	2,221	182	852	45	55	264	501	232	429	304	10,844								
Long distance	82	362	—	24	222	13	140	144	56	144	224	141	32	802	2,386								
Licences issued:																							
Fishing	496	70	—	370	896	—	778	—	206	646	163	81	18	5	3,729								
Hunting	—	192	—	—	—	—	145	3	—	—	—	—	—	—	340								
Estimate of % interested in:																							
Fishing	28%	80%	14%	35%	2%	3%	3%	13%	8%	3%	12%	88%	2%	27%	12.11%								
Hunting	8%	10%	—	15%	1%	—	3%	7%	—	1%	2%	36%	1%	35%	4.73%								
Cruising	8%	25%	—	20%	2%	1%	1%	1%	8%	2%	20%	68%	4%	14%	7.29%								
Resort relaxation	39%	19%	—	30%	17%	13%	6%	10%	6%	5%	8%	1%	6%	14%	11.65%								
Touring and sightseeing	14%	92%	86%	50%	54%	65%	57%	50%	84%	76%	39%	21%	71%	35%	58.48%								
City visits	100%	44%	—	20%	46%	18%	30%	19%	17%	13%	19%	2%	14%	20%	26.59%								
No. of house trailers:	111	92	418	306	797	112	23	8	103	104	407	21	2	749	3,467								

Report of the Photography Branch

In its endeavour to cover the tourist industry in Ontario photographically, this Branch experienced its most productive year to date. We also continued to provide photographic facilities for many of the other Departments of Government.

PHOTOGRAPHY

Photographing Ontario's tourist activities and attractions, in colour and black and white, continued to account for a large part of the Branch's operation. Approximately 1,100 black and white negatives were added to Department files. This is an increase of over 20% on the previous year. A similar number of secondary negatives were taken and can be added to our still photographic library should they be required.

Over 700 colour transparencies, all either 4 x 5 inches or 2 1/4 inches square, which make them most acceptable for magazines and rotogravure articles, as well as Department publications, were added to our files. This represents a considerable increase over the previous year.

During the peak tourist months, members of the Photography Branch were on assignment in the following areas:

Haliburton, Muskoka, Kawartha Lakes District, St. Lawrence Seaway-Eastern Lake Ontario area, Blue Water Region, Southwestern Ontario, Georgian Bay-North Bay areas.

In the northern and northwestern sections of Ontario staff photographers were on assignment in the Lakehead area, Quetico Park area, Kenora-Fort Frances-Lake of the Woods and Vermillion Bay areas, Kapuskasing, Smooth Rock Falls and Cochrane districts.

Department photographers were also on assignment in many of the Province's winter vacation areas. Photographs were taken at a number of ski meets, at the Temagami Winter Carnival, Barrie Speed Skating races, Muskoka International Bonspiel, Penetang Winter Carnival and Wiarton Winter Carnival.

Special Spring, Summer and Fall events photographed by the Branch included: Tour of Her Royal Highness Princess Margaret, Ottawa Tulip Festival, Inundation Ceremonies at Cornwall, Kapuskasing Summer Carnival, Niagara Grape Festival, Muskoka Cavalcade, and Conventions of several organizations within the tourist industry.

The Branch assigned cameramen to cover many of the plaque unveilings of the Archaeological and Historic Sites Board.

Among the other Ontario Government Departments using the services of this Branch during 1958 were: Office of the Speaker, Department of Mines, Department of Education, Department of Public Works, Department of Planning and Development, Department of Transport, and Department of Reform Institutions.

Photograph Library

In the calendar year of 1958 a total of 19,459 photographs were distributed from the Photograph Library. This represents an increase of approximately 50% over the previous year. An analysis of the distribution is given in Appendix 'A' attached to this report. There were 1,426 colour transparencies distributed, statistics of which are given in Appendix 'B'.



EDITING MOTION PICTURE FILM

Motion picture films of Ontario vacation scenes and activities increased in demand in 1958. Many loans were made from Department's library to interested organizations and associations in the U. S. and Canada. Film exposed by staff on location and edited in Department's laboratory. Produced during the summer of 1958, "Waterway Holiday" a 16mm sound-colour film of an American family cruising Ontario waters, is in great demand.

Darkroom Production

Darkroom production enjoyed a further increase this year, which is reflected in the amount of material distributed from the Library. In addition to the normal production of 8 x 10 prints, over 200 display prints were produced for this Department and various other Government Departments and agencies.

Motion Picture Library

One new film on the Trent Severn waterway was produced for this Department during the year. In addition, prints of a film on Children's Camps in Algonquin Park were purchased from the producer. Both these films have been added to the Department's Film Library.

The Travel Film Library of the National Film Board continued to promote and distribute these films in the United States on approximately 301 television stations and through their 485 non-theatrical outlets.

At present this Department has four films that are being used on American TV. Most recent statistics available from the Film Board for a complete twelve month period, indicate that prints of these films were screened on U.S. television 192 times.

Similarly, the sixteen travel films being distributed in the U.S. were screened 5,439 times to a total audience of 335,609.

Canadian distribution and maintenance of these films was handled from this office. The films were screened 343 times to a total audience of 60,131. Those films cleared for TV were used on Canadian stations 15 times.

To accelerate the distribution of our films in the U.S. the Canadian Government Travel Bureau has, this year, purchased prints of Department films for addition to their library.

The Director, as an appointed member, attended several meetings of the Canadian Travel Film Committee. This committee, an adjunct of the Federal-Provincial Tourist Conference, was formed to offer observation and advice on the effective use of motion pictures in the promotion of Canada's Travel Industry.

Special Promotions and Public Relations

Photography Branch personnel were required to arrange and participate in many of the special promotion program projects conducted by this Department during the past year. For purposes of this report, these are tabulated on a monthly basis as follows:

March

Arrangements were made for Arnold Hague, Motion Picture Photographer from Montreal to attend and photograph the Penetang Winter Carnival. Mr. Hague was assisted by a staff member on this assignment.

May

Mr. Erwin Bauer, prominent American Outdoor Writer, Mr. Larry Richardson Sr., of WFBM TV, Indianapolis, Indiana, and Mr. Larry Richardson, Jr. obtained material for a Spring Bear hunting story in the North Bay area. On this project these gentlemen were accompanied by a member of this staff.

Mr. Mel Ellis, Outdoor Writer for the Milwaukee Journal, and Associate Editor of Field and Stream magazine, was accompanied by a staff photographer on a special fishing assignment in the White River area.

- June** Mr. George Silk of Life magazine and Mr. Larry Koller of Argosy Magazine, accompanied by a member of this Branch, were on assignment in the Sioux Lookout district.
- July** Mr. Clare Allen of Radio Station WEBR and the Buffalo Courier Express, visited the Lochalsh area and Sabourin Lake area for material to use over radio and in his newspaper. On the Sabourin Lake portion of this assignment he was accompanied by a staff photographer.
- September** Mr. Zack Taylor, Associate Editor of Sports Afield Magazine, obtained material for a fishing story on the Albany River area. Photographs were taken by a member of this staff during Mr. Taylor's visit. This Department assisted Mr. Ronald Munns of Bill Burrud Productions, Hollywood, California, with preparations for productions in Niagara Falls, Toronto, Thousand Islands and Ottawa. Arrangements were made for Mr. Jack Denton Scott of the New York Herald Tribune and Mr. Robert Atherton of Cosmopolitan Magazine to participate in the James Bay Goose Shoot.
- October** This Branch again assisted Mr. Phil Rich, Publisher of the Midland Daily News, Midland, Michigan, with arrangements for a moose hunt in the Kapuskasing district. In addition to his own newspaper, Mr. Rich also contributes material to other papers in Upper Michigan. This Branch cooperated with Mr. Hank Andrews of the Cleveland Press, and Mr. Jack Parry of the Gary Post Tribune, Gary, Indiana, in arrangements for an assignment on the Pelee Island Pheasant Shoot.

The Fifteenth Annual U.S. Editors' Goodwill Tour of Ontario, held in June, was organized and conducted by this Branch. This was again the most extensive undertaking of the Branch with invitations being issued to representatives from 30 States, 29 of which were accepted. This year's tour included such key districts as Windsor-Essex County area, Sarnia-Blue Water area, Bruce Peninsula-Manitoulin Island, Algoma-Sudbury region, and the St. Lawrence Seaway and Power Development area. The tour also visited London, Kitchener, Ottawa, Kingston, Trenton, Toronto, Hamilton and Niagara Falls during its 12 day duration.

During the tour our guests were able to see much of the Province's industrial development, many of its historic sites and tourist and cultural attractions. Following the tour each editor was made a member of the K.O.B. (Know Ontario Better) Club, bringing the membership to over 400.

A representative of the Division of Publicity prepared daily stories on the tour and these, along with a series of photographs and mats prepared by this Branch, were sent to each editor for use in their papers during and immediately following the tour. A souvenir photograph album, produced by the Branch, was presented to each editor, and a 16 mm. colour film on the tour was made and prints are now being circulated among the editors for screening in their home areas.

A compilation of the articles appearing in the editors' papers was prepared in book form by this Branch and distributed to those people and organizations who cooperated with the Department in arrangements for the tour. The tour also received favourable coverage from Canadian newspapers.

During June and July, at the request of the Canadian Government Travel Bureau, the Photo Librarian was on loan to that Bureau to assist in their New York office.

In October, two members of this staff, accompanied by a member of the Division of Publicity, were in attendance at the Annual K.O.B. (Know Ontario Better) Club reunion held in Chicago in conjunction with the Fall meeting of the National Editorial Association.

This function is attended by many of the members of the K.O.B. Club who have participated in the 15 Annual U.S. Editors' Goodwill Tours sponsored by this Department.

Throughout the year, personnel of this Branch were required to participate, either speaking or screening films, in many meetings of tourist organizations and other groups.

Respectfully submitted,

COLIN McDONALD,
Director.
Photography Branch.



PHOTO LIBRARY SERVES TRAVEL EDITORS

Many travel editors make personal selections of photographs to illustrate articles on Ontario. Courteous staff of Photo Library renders all possible aid. Altogether close to 20,000 black and white prints and close to 1,500 colour transparencies.

APPENDIX 'A'

A total of 19,457 black and white photographs were distributed from the Library in 1958. Statistics on this distribution are as follows:

Department of Travel and Publicity Publications and Promotions	Other Ontario Government Departments	
4,504	1,720	
Federal Government Departments	Canadian Government Travel Bureau	
302	479	
Travel Shows, Exhibitions and Displays	Travel Folders and Promotions other than those produced by Travel and Publicity	
445	1,881	
Canadian Magazines	Canadian Newspapers	
1,872	2,865	
United States Magazines	United States Newspapers	
1,309	1,266	
Television	Transportation Companies	
64	62	
Convention Publicity	United States Industrial House Organs	
271	89	
Canadian Industrial House Organs	Foreign Newspapers and Magazines including France, Germany, South Africa, Switzerland, India and Den- mark	
261	307	
United Kingdom Newspapers & Magazines		
136		
Educational Publications		
Canada	United States	Other, including France, India, Japan and Bahamas.
881	488	255

APPENDIX 'B'

A total of 1,426 colour photographs were distributed from the Library in 1958. Statistics on this distribution are as follows:

Department of Travel and Publicity	Canadian Government Travel Bureau
301	299
Federal Government Departments	Canadian Newspapers and Magazines
40	142
Travel Folders other than those produced by Travel and Publicity	Educational Publications
165	51
United States Newspapers and Magazines	Television
204	77
Material for Lectures including 35 mm. colour duplicates of Department Transparencies	
147	

Report of the Historical Branch for 1958

The Historical Branch was established on April 1, 1958 and is responsible for all matters relating to history or archaeology. These include the functions hitherto listed in the Department's Annual Reports pertaining to the Archaeological and Historic Sites Advisory Board of Ontario. That Board, composed of nine private citizens, retains its identity and continues to act in an advisory capacity to the Minister. The Branch director acts as secretary of the Board.

DESIGNATION OF ARCHAEOLOGICAL SITES:

Under the Archaeological and Historic Sites Protection Act of Ontario the Minister may, for a stated period of time, prevent any persons from excavating or altering an archaeological site or from removing objects therefrom. The primary reason for this action is to prevent despoliation of sites of exceptional importance, until properly qualified persons have had time to make a thorough examination and assess their historical or archaeological significance.

During 1958 the well preserved pre-contact Huron village site on the former Forget farm near Wyebridge was 'designated'. The site of the depot known as 'Willow Fort' at the western terminus of the historic Nine Mile Portage in Vespra Township was also placed under the protection of the Act.

A considerable number of archaeological and historic sites were explored during 1958 with a view to possible designation or marking. In this connection, the services of qualified archaeologists were used to determine by means of field examination or excavation, the exact location or dimensions of important historic structures or communities. At Pither's Point, Fort Frances, a search was made for the remains of Fort St. Pierre established in 1731 by Christophe de la Jemeraye, a nephew of the famous explorer La Verendrye. Near Timmins the location of a Hudson's Bay Company post built in 1785 was determined. On the north shore of Lake Superior in the vicinity of Cap La Canadienne a unique and interesting series of aboriginal stone pits were examined. In Simcoe County an effort was made to definitely verify the locations of several of the important mission sites mentioned in the "Jesuit Relations", such as Toanche and Ihonatiria.

ERECTION OF HISTORICAL PLAQUES:

During 1958 the Branch, acting on the advice of the Archaeological and Historic Sites Board, erected sixty-two plaques to commemorate persons, events and structures of historic importance. In addition to those actually put up, a large number of other inscriptions were considered. Some of the latter were discarded temporarily because of the difficulty of verifying various significant and relevant facts. However, research continues and, in many cases, these will ultimately be approved and plaques erected. Historical research is a slow and painstaking task and the Board's members are convinced that undue haste would, in the end, cause many errors and defeat the purpose of their programme.

In choosing sites for its plaques the Board, to a certain extent, concentrated its efforts on specific areas. In this manner, the impact of publicity has been more effective than if markers were more scattered. However, there is no intention of neglecting any historic area in the province and, ultimately, these will all receive attention.

In the preparation of inscriptions and in the course of official unveiling ceremonies, a strong effort was made to enlist the co-operation of local historical societies, municipalities, chambers of commerce and so on. The Board wishes to stimulate the interest of local citizens in their community's past so that they will be encouraged to explore and develop their own historical resources.



MANY ONTARIO HISTORIC SITES COMMEMORATED IN 1958

Representative of the 122 historical plaques erected in Ontario since the inauguration in 1956 of the Archaeological and Historic Sites Board's marking programme are: (top) Commemoration of Gull River and the Clergy House at Minden, Prime Minister Leslie M. Frost, Q.C., officiating; (middle) Commemoration of Andrew F. Hunter, archaeologist and historian at Barrie, Hon. Bryan L. Cathcart, Minister of Travel and Publicity, officiating; and (lower) Commemoration of Col. Edward Jessup, U.E.L., at Prescott, Hon. F. M. Cass, Q.C., Minister of Highways, officiating.

In this regard, an attempt has always been made to give intensive coverage to unveiling the plaques through the various public media. The province's newspapers have given encouraging support to this attempt as have the local television and radio stations. Members of the provincial parliament have assisted greatly by their attendance at the Board's ceremonies. The Photography Branch of this department has also given valuable assistance.

The Department of Highways has agreed to erect standardized highway approach signs indicating the proximity of our plaques as well as those erected by the Historic Sites and Monuments Board of Canada. However, this procedure will only apply outside built-up urban areas and where physical conditions make such action advisable.

A complete list of plaques erected during 1958 is attached hereto as Appendix A.

PUBLICATIONS:

The Branch compiled a revised edition of the folder "Ontario History" and the brochure "Historic Ontario", as well as a large number of press releases dealing with historical subjects.

INFORMATION:

A considerable and increasing volume of inquiries has been answered by the Branch. These have come from other branches and departments, as well as from tourists and our own citizens.

GENERAL:

Members of the Board have frequently offered their services as speakers or attended conferences with a view to encouraging the growth of an interest in history.

D. F. McOUAT,
Director, Historical Branch

Appendix A

SITES COMMEMORATED BY THE ARCHAEOLOGICAL AND HISTORIC
SITES BOARD IN 1958

E. Pauline Johnson 1861-1913 — Commemorates the well-known Mohawk Indian poetess who was born on the Grand River Reserve near Brantford. (At her birthplace "Chiefswood" on the Grand River Reserve).

St. Paul's Chapel Of The Mohawks 1785 — The first Protestant church erected in what is now Ontario, built with the aid of a grant from George III obtained through the efforts of Joseph Brant. It serves the loyal members of the Six Nations who moved to the Grand River after the American Revolution following the loss of their lands in upper New York State. (Brantford).

Duncombe's Uprising 1837 — Dr. Charles Duncombe was the leader of the "Patriots" in southwestern Ontario. He rallied a force at the village of Scotland to support William Lyon Mackenzie in December, 1837, but it dispersed on receipt of the news of Mackenzie's defeat at Montgomery's Tavern. (Village of Scotland).

Commissariat Building 1827 — The oldest existing stone building in Ottawa: It was used as a storehouse, office and treasury during the construction of the Rideau Canal by Lt. Col. John By, R.E. (Bytown Museum beside the locks at foot of Rideau Canal).

Porcupine Mining Area — Commemorates the origin and growth of the largest gold mining camp in the Western Hemisphere. (Porcupine, Whitney Township, near Timmins).

Lt. Col. Charles R. McCullough 1865-1947 — Commemorates the founder of the first Canadian Club. (Library Building, Bowmanville).

Hull's Landing 1812 — Describes the invasion of Essex County by a United States force commanded by Brig. Gen. William Hull at the commencement of the War of 1812. (Riverside Drive East, Windsor).

Summerhill 1839 — This structure was erected by Archdeacon George Okill Stuart and for several years was the sole building of Queen's University. (Queen's University campus, Kingston).

Militia Garrison 1837-38 — Commemorates the militia of the Kingston area who manned the city's defences during the disturbances following Mackenzie's Rebellion. (Macdonald Park, Kingston).

Fraserfield — Constructed about 1812 by Alexander Fraser, this is one of the finest country residences of its day. Fraser was quartermaster of the Canadian Fencibles during the War of 1812 and later became a member of the legislative assembly and the legislative council. He was the first warden of the Eastern District. (Three miles west of Williamstown).

St. Andrew's Church — This church housed the province's first Presbyterian congregation which had been formed in Williamstown in 1787. (Williamstown).

Sir John Johnson's Mills — Marks the site of the mills built by Sir John Johnson about 1790 and of his manor house which still stands beside the Au Raisin River. (Williamstown).

Duncan Cameron — Commemorates one of the prominent members of the North West Company. He was in command of Fort Gibraltar on the Red River when Lord Selkirk's forces captured it in 1816. Cameron was arrested and taken to England. Released and compensated for false arrest, he settled in Williamstown. (Williamstown).

The Bethune-Thompson House — This structure was built toward the end of the 18th century by the Rev. John Bethune who founded Upper Canada's first Presbyterian congregation in 1787. It was later the residence of David Thompson, famous explorer of the Canadian West. (Williamstown).

John Sandfield Macdonald 1812-1872 — Commemorates the Prime Minister of the Province of Canada 1862-64 and Ontario's first Premier 1867-71. (St. Raphael).

Col. Edward Jessup 1735-1816 — This prominent Loyalist raised and commanded Jessup's Rangers during the American Revolution. On land granted to him for his services to the Crown, the town of Prescott was founded. (Grounds of Fort Wellington, Prescott).

Gull River And The Clergy House — Commemorates the camping ground used by Indians who came from the south by the Balsam Lake portage and Gull River waters to hunt in the area. It also marks the Clergy House, one of Haliburton's oldest remaining buildings which was used around the turn of this century as headquarters for itinerant Anglican missionaries who ministered to the region. (Minden).

Col. William Chisholm 1788-1842 — Commemorates the founder of Oakville. (Lakeside Park, Oakville).

Ontario's First Gold Mine — The first commercial gold production in the province followed a discovery made in Madoc Township in August, 1866, by Marcus Herbert Powell. (Near Eldorado).

Chatham Blockhouse 1794 — This structure was erected by order of Simcoe to guard a small naval arsenal which he hoped would form a link in the defences of Upper Canada's western frontier and draw some of the Indian trade from Detroit. (Tecumseh Park, Chatham).

John Brown's Convention 1858 — Commemorates the convention held in May, 1858, by this famous American abolitionist. It is believed that one outcome of the convention was Brown's abortive raid at Harper's Ferry, Virginia, and his subsequent arrest and execution. Although radically altered, the church in which one of the meetings was held still stands. (Grounds of First Baptist Church, Chatham).

Alexander Morris 1826-1889 — A strong supporter of Confederation, a member of John A. Macdonald's cabinet, and lieutenant-governor of Manitoba. (Perth).

Mill of Kintail and Robert Tait McKenzie — Commemorates this prominent Canadian surgeon, physical educator and sculptor and the fine stone grist-mill built in 1830 which he renovated and used as his studio 1930-38. (Mill of Kintail on the Indian River about four miles from Almonte).

Forsyth's Raid 1813 — On the night of 6-7 February, 1813, Major Benjamin Forsyth of the United States army and a force of regulars and militia crossed the frozen St. Lawrence and raided Brockville. (Blockhouse Island, Brockville).

William Buell 1751-1832 — Commemorates the United Empire Loyalist and veteran of the Revolutionary War who founded Brockville. (Courthouse Avenue, Brockville).

Ogle R. Gowan 1796-1876 — Commemorates the founder of the Grand Orange Lodge of British America who was also a prominent newspaperman, politician, and soldier. (Courthouse Avenue, Brockville).

Blockhouse Island — Commemorates the site where a blockhouse was built to guard Brockville harbour during the disturbances of 1837-38 and where sheds were erected during the disastrous cholera epidemic of 1832 to care for those stricken by the plague. (Blockhouse Island, Brockville).

George Chaffey 1848-1932 — Commemorates this engineer and inventor who was one of the great pioneers in the field of irrigation. Chaffey, a native of Brockville, was largely responsible for the successful development of the fruit industry in Australia. (Victoria Park, Brockville).

"Pirate" Johnston 1782-1870 — Describes the exploits of this Canadian-born renegade who settled in New York State and, during the disturbances of 1837-38, led many armed raids on the Canadian shore and on British shipping from his base in the Thousand Islands. (Gananoque).

Sir Gilbert Parker 1862-1932 — Commemorates one of Canada's most famous novelists at the village where he was born. (Camden East).

Napanee Mills — Commemorates the sawmill and grist-mill built in the 1780's which formed the nucleus of that community. (Springside Park, Napanee).

The White House 1793 — One of the province's finest remaining examples of a house built by a well-to-do United Empire Loyalist which has been in the possession of the Fairfield family for six generations. (Collin's Bay, about ten miles west of Kingston on highway No. 33).

McFarland House 1800 — A very fine Georgian brick residence built by a United Empire Loyalist and used as a hospital by both British and American forces during the War of 1812. It is now operated as a museum by the Niagara Parks Commission. (About three miles from Niagara-on-the-Lake on the River Road to Queenston).

Explorers of Muskoka and Haliburton — Commemorates the individuals who explored the area between Georgian Bay and the Ottawa River from 1819 to 1837. (Baysville).

Muskoka Road 1858 — Commemorates the "Colonization Road" which ran from the site of Washago to the site of Bracebridge. This route first opened up the Muskoka area to settlement. Kahshe Park, on highway No. 11 about five miles north of Washago).

Campbell's Raid 1814 — Relates the story of the destructive military raid made on the settlement of Dover and the surrounding area May 14, 1814, by an American force led by Lt. Col. John Campbell. (Port Dover).

The Heroine of Long Point — Commemorates Abigail Becker who saved the lives of the crew of the schooner "Conductor" which was wrecked off Long Point in November 1854. (In the park adjacent to the cenotaph, Port Rowan).

The Wicklow Church 1824 — Commemorates the oldest surviving Baptist chapel in Ontario. (Wicklow).

Barnum House 1817 — One of the finest remaining examples of a frame domestic Georgian structure in Ontario, it was built by Col. Eliakim Barnum who had emigrated from Vermont in 1808. (Grafton).

St. Paul's Church 1834 — This church is associated with the very early days of Woodstock and was financed through the efforts of Admiral Henry Vansittart and built under the direction of Captain Andrew Drew, R.N. (Woodstock).

Catharine Parr Traill 1802-1899 — Commemorates this talented author who was a pioneer settler of the Otonabee region. ("Westove", Lakefield).

The Robinson Settlement 1825 — Describes the government-supported settlement of Irish emigrants in the Peterborough region which was superintended by the Hon. Peter Robinson. (Victoria Park, Peterborough).

Scott's Mills 1820 — Commemorates the mills built by Adam Scott, the first settler on the site of Peterborough. (Water Street, Peterborough).

Court-House and Jail — These impressive structures were built 1838-40 following the establishment of the District of Colborne. (In front of the court-house, Peterborough).

Coldwater Mill 1833 — This old structure which still stands was originally built to serve the Indians who, in 1830, were gathered from the surrounding area to be settled on a reserve running from Atherley Narrows (Orillia) to Coldwater. (Eplett's Mill, Coldwater).

Associated Country Women of the World — Commemorates this association which was an extension of the Canadian Women's Institutes into other countries. Mrs. Alfred Watt, a native of Collingwood, was largely responsible for this action. (Maple Street, Collingwood).

The Naval Establishment — Describes the British naval base commanding the upper Great Lakes which was established at Penetanguishene following the War of 1812. (Garrison Reserve, Penetang).

The Military Establishment 1829-1856 — Commemorates the military base which was established at Penetanguishene in 1829 following the withdrawal of British forces from Drummond Island in 1828. (Grounds of Officers' Quarters Museum, Garrison Reserve, Penetang).

Sir William Mulock 1843-1944 — Commemorates at his birthplace this prominent statesman who was Postmaster General and Minister of Labour in the cabinet of Sir Wilfrid Laurier, chancellor of the University of Toronto, and Chief Justice of Ontario. (Bond Head).

Andrew Frederick Hunter 1863 - 1940 — Commemorates one of Ontario's most respected local historians. (Grounds of Public Library, Barrie).

The Scotch Settlement 1819 — Relates the story of a group of Highland emigrants originally settled on the Red River in present-day Manitoba by Lord Selkirk but compelled by persecution from the North West Company to move to Upper Canada. (Grounds of "Auld Kirk", concession 8, lot 6, West Gwillimbury Township).

Captain Miles Macdonell — This native of Scotland served in the British forces during the American Revolution and later settled in Stormont. He was chosen by Lord Selkirk to superintend his Red River settlement. There he became involved in a violent struggle with the North West Company. (St. Andrews West).

Temagami Post 1834 — Relates the history of the Hudson's Bay Company's trading post on Lake Timagami. (Bear Island, Lake Timagami).

John Galt 1779-1839 — Commemorates the first superintendent of the Canada Company and founder of the town of Guelph. (Royal City Park, Guelph).

Dundurn Castle 1832 — Commemorates Sir Allan Napier MacNab (1792-1862) soldier, politician and supporter of the Family Compact, who constructed this imposing mansion. (Dundurn Park, Hamilton).

Sir John Harvey 1778-1852 — Commemorates the soldier and administrator who led the British forces to victory at the Battle of Stoney Creek. (Harvey Park, Hamilton).

The Lake Light — Commemorates the Gibraltar Point Lighthouse, the oldest remaining structure of its kind in Ontario. (Toronto Island, Toronto).

Osgoode Hall — One of the finest public buildings of its period in Canada. It was erected 1829-32 to house the Law Society of Upper Canada. (Toronto).

Canada's First Air Mail Flight 1918 — Capt. Brian Peck's flight from Montreal to Leaside in an Air Force "Jenny" on June 24, 1918, inaugurated domestic air mail delivery in Canada. (Eglinton Avenue East, Toronto).

The Bishop's Palace 1818 — Commemorates the site of the residence of Bishop John Strachan and the place of assembly of the Loyalist forces which defeated Mackenzie at Montgomery's Tavern in 1837. (Corner of Front Street and University Avenue).

Quaker Meeting House 1810 — This was the earliest church erected in the region north of Toronto and still exists on its original site. (West side of Yonge Street near Newmarket).

The De Puisaye Settlement — Describes the attempt of a group of French Royalists to form a settlement along Yonge Street. (Grounds of St. John's Anglican Church, Markham Township).

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Report of the
DEPARTMENT OF TRAVEL & PUBLICITY
Province of Ontario)
FOR THE YEAR 1959

BY THE HON. BRYAN L. CATHCART, MINISTER

Ontario Travel and Publicity Department of
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Printed by order of
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FRONT COVER — Her Majesty Queen Elizabeth II of Canada and her husband, H.R.H. The Prince Philip, Duke of Edinburgh, at Stadium in City of London during 1959 visit to Ontario and Canada.

Pictures by Photography Branch, Department of Travel & Publicity



THE HONOURABLE BRYAN L. CATHCART,
Minister of Travel and Publicity

TO:

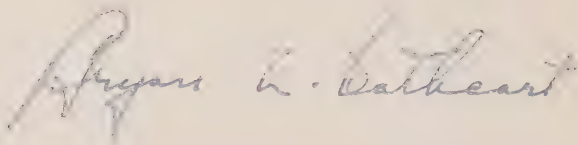
THE HONOURABLE J. KEILLER MACKAY, D.S.O., V.D., LL.D.,
Lieutenant-Governor of the Province of Ontario, in Council

MAY IT PLEASE YOUR HONOUR:

The undersigned has the honour to transmit herewith the Fourteenth Annual Report of the Department of Travel and Publicity, for the calendar year, 1959.

I have the honour to be, Sir,

Your obedient servant,

A handwritten signature in dark ink, appearing to read "Bryan L. Watheart". The signature is fluid and cursive, with the first name "Bryan" being more prominent than the last name "Watheart".

Minister of Travel and Publicity.

Toronto, Ontario,
February 3, 1960.

Report of the Deputy Minister

TO: The Honourable Bryan L. Cathcart,
Minister of Travel and Publicity.

Sir:

I have the honour to present the Fourteenth Annual Report of the Branches of the Department covering the calendar year 1959.

During the year certain new responsibilities were given to this Department with the transfer of the Theatres Branch from the Treasury Department and, the Public Records and Archives and the administration of museum grants from the Department of Education.

Ontario's travel and vacationing "industry" which we take to include both business and pleasure travel by foreign visitors and by our own people had, in 1959, a busy and prosperous year and showed a general increase of about 5% over the previous year. The most marked increase was shown by our own people travelling within the Province and by the number of Canadians from other provinces who, attracted by our "KNOW ONTARIO BETTER" campaign, are coming in increasing numbers to Ontario and for longer periods.

The influx of foreign travellers to Ontario is principally from the U.S.A. In the past this movement was recorded monthly by the Dominion Bureau of Statistics and was usually taken by travel officials to be a reliable barometer of the state of trade. This service was discontinued as of October 1st, 1959 so figures are not available for the complete year but are known for the period January 1st-September 30th concerning those motor parties which entered for stays of two days or more or which departed at a point other than that of entry. They show an increase of 2% over the same period in 1958 with the most marked increase, 25.3%, in September. This would seem to reflect the continuing and increasing interest Ontario holds for the vacationer, a conclusion which is borne out by the increase in travel enquiries from all sources. 283,206 such enquiries were received in 1959.

The promotional efforts of the Department were increased in 1959. The visit of the Queen and Prince Philip was publicized in such a manner as to attract the interest of the people of the U.S.A. without detracting from the dignity of the event. An agreement was reached with a major film company to produce a coloured 35 m.m. wide screen picture for world wide distribution. It will be known as "Wonders of Ontario" and, with original music and lyrics, will be exhibited for a period of five years. In addition, two new 16 m.m. coloured films were produced for our film library. They are "Ontario's Sun Parlour" (Lake Erie area) and "Blue Water Holiday" (Lake Huron area).

In 1959, the Sixteenth Annual United States Editors' Goodwill Tour of Ontario commenced at Sault Ste. Marie and guided the representatives of 30 State Press Associations through parts of northern, central, eastern and southwestern Ontario for a period of twelve days. This is one of our major and most rewarding promotional projects and does much to further the knowledge of the Province's industrial development, history, culture and tourist attractions.

The increase of interest in the Province's historical heritage brought about by the programme of marking archaeological and historical sites and events, in the course of which 55 plaques were erected in 1959, is even more marked with the introduction of a



THE 16TH U.S. EDITORS' GOODWILL TOUR OF ONTARIO AT MELWEL LODGE, BIG BASSWOOD LAKE, NEAR THESSALON, JUNE 1959

Front Row: Left to Right: Ellis W. Ramsey, Arkansas; Fred M. Betz, Colorado; C.J. Del Vaglio, Connecticut; James McLaren, Illinois; Virgil McClintic, Indiana; E.E. Wesel, Iowa; Clyde Reed, Kansas; W. Foster Adams, Kentucky; Dan Tabler, Maryland; Robt. Reed, Massachusetts. Second Row: Jack Siacloir, Michigan; Leslie Curt's, Minnesota; Jess Stewart, Missouri; W.E. Buechler, Nebraska; John H. Colby, New Hampshire; Donald B. Madden, New Hampshire; Bruce Elliott, New Jersey; Carl W. Funk, New York; Fred Sina, North Carolina; Ed. Doherty, North Dakota; Third Row: H.E. Barnes, Ohio; Wheeler Mayo, Oklahoma; Anslae Hickerson, Pennsylvania; E.A. Ramsaur, South Carolina; John Trevellyan, South Dakota; Horace V. Wells, Tennessee; James Guilentine, Texas; Walter Potter, Virginia; Edward McClain, West Virginia; Lowell Larson, Wisconsin.

museums programme providing technical aid and advice to the local museums. More and more communities are concerning themselves with their history and realizing the need for proper preservation, restoration and commemoration. Additional interest is being stimulated by providing copies of early documents and pictures from the Archives to the secondary schools for use during the study of local and Canadian History.

Two surveys were conducted to measure the impact of tourist spending on a community and to determine the travel characteristics of visitors to the area. The results of the one at Bracebridge determined that during the vacation season an amount in excess of \$458,000.00 was spent by visitors and accounted for 57% of the gross sales. This amounts to approximately \$163.00 for every permanent resident and is equal to the payroll of an industry employing 114 persons over a twelve month period. These findings are very similar to those obtained in a survey conducted in Lakefield in 1958 and would indicate that the tourist industry plays a very large part in the economy of many sections of Ontario.

New construction continued in a gratifying way throughout the year, particularly in the motel and cottage field. Existing establishments are continuing to renovate and add new units and this is most noticeable in the motel, cottage and lodge fields. Accommodation within the Province can generally be considered as on a par with that offered anywhere in the world and is showing general improvement each year.

The reports of the Branch Directors of the Department are attached and, in conclusion, I wish to commend to you the efficiency, energy and loyalty of the Department's staff in all its branches.

GUY E. MOORE,
Deputy Minister



PUBLICATIONS AND PROMOTION PIECES

Various publications prepared in the majority by the Division of Publicity are shown above. They include both travel and general materials.

Report of the Division of Publicity

Operations of the Division of Publicity during 1959 were pointed chiefly toward the travel industry phase that developed an average good season, despite a degree of not too favorable weather. Highlight of the season was the visit of Her Majesty Queen Elizabeth II and the Prince Philip in June who had previously officiated at the opening of the St. Lawrence Seaway and Power projects.

A slight decrease in the number of direct mail inquiries, arising from the advertising campaigns in both the United States and Canada, occurred due no doubt in part to the factor of weather conditions and a strike in the U.S. steel industry. Some 197,302 direct mail inquiries were recorded compared with 215,264 in 1958. But in total for all inquiries an increase is shown of from 280,503 to 283,206, the latter being a record. In this figure is a volume of indirect mail inquiries of 30,628. Some of this volume arises from the operation of travel bureaus that are increasing in number by newspapers, and other publications in the U.S. These bureaus publicize our Province, as well as other jurisdictions, and invite their readers to write for travel information. These inquiries are then sent to our Department for filling. There is a direct link with these operations with our advertising schedules, which in all instances, include the publication that is operating a travel bureau. Instances of this operation are: The Christian Science Monitor; The Wilmington, Del. Journal News; True Magazine; Parents Magazine.

While July and August have usually accounted for the largest number of vacationers entering the Province, yet September developed a surprising increase over previous Septembers. Dominion Bureau of Statistics reported there were 180,328 automobiles entered Ontario this September compared with 143,937 in September 1958 - an increase of 36,391 or 25.3%. Increases during September arose throughout other Provinces, but the largest increase was in Ontario.

An interesting feature of the season was that despite unfavorable weather factors, the number of automobiles entering for the year showed an increase over 1958 of about, 2%.

It is apparent that the travel industry continues to be a highly competitive field for the tourist's dollar, no doubt due in part to the large and impressive advertising programmes conducted, chiefly in color, by other jurisdictions, and more particularly by the carriers. Budget terms for travel continue to be attractive; some carriers have made budget terms available here, chiefly for those travelling out or away from Ontario.

Constant reassessing of the media field is essential, as well as flexibility of programme, to reach maximum results. Revision is continued of various media so that the best available media is used based upon experience and trial. More impact may be essential in the advertising field which of course requires greater funds.

In the publication field, all publications are constantly assessed for revisions, new design and improvement generally, so that they may compete with the large volumes of materials issued by countless jurisdictions.

A complete list of booklets, brochures and promotion items prepared for distribution in 1959 is as follows:

TRAVEL		GENERAL	
"Visit Ontario, Canada's Variety Vacationland"	440,000	Ontario Government Services	1,890,000
Travel Tips	400,000	Ontario, Heartland of Canada	127,000
Things to See and Do	400,000	Directory and Guide	8,000
33 Vacation Areas	400,000	Economic Jigsaw Puzzles	75,000
Angling	300,000	Pictures of Her Majesty The Queen	200,000
Outstanding Attractions	200,000	Pictures of H. R. H. Prince Philip	200,000
History	300,000	Travel News	55,000
Ontario Fairways	25,000	Parliament Buildings Folder	100,000
Winter Sports	35,000		

Campsites and Roadside Parks	150,000	St. Lawrence Seaway Folder	250,000
Cruising Ontario Waters	40,000	Our Vacation in Ontario	
Appendix to Cruising		Route 1	100,000
Ontario Waters	20,000	Our Vacation in Ontario	
22 Motor Tours	250,000	Route 2	175,000
		Annual Report	2,500
TOTAL	2,960,000		3,182,500

WHERE TO STAY IN ONTARIO

Covering 33 areas - 168,000

PROMOTION ITEMS

Coasters	200,000
Match Books	200,000
Lapel Buttons	100,000
TOTAL	500,000

Grand total of foregoing items prepared for distribution is:

Travel Publications	2,960,000
General "	3,182,500
Where to Stay	168,000
Promotion Items	500,000
TOTAL	6,810,500

This exceeds by 1,000,000 pieces the volume of the preceding year.

ADVERTISING IN UNITED STATES

MAGAZINES

Advertisements to conform to the type of magazines chosen for this medium were placed in the spring and autumn months, the former illustrated to attract the attention of the summer and family visitors and the latter to interest hunters and city sight-seers. Key numbered coupons invited spring readers to send for specific information regarding resorts, camping, fishing, sight-seeing and cruising, and in the autumn for other topical information. The resultant numbers of inquiries were well in keeping with those of previous years. A total of 33 magazines was used ranging from the popular and family types through sports, men's and women's magazines, to more specialized publications such as those appealing to teachers, boating enthusiasts, farmers, and organizations.

NEWSPAPERS

Advertisements of 75 lines were used successfully again this year, being placed in 87 newspapers mainly during April and May. Eight advertisements were inserted in the majority of newspapers, the exceptions being those with the largest circulation and showing the best results over a period of years, which were given 10 advertisements; and a few drawing less than average inquiries, and situated in States far from the border, in which 4 advertisements appeared. This plan has been adopted as the most satisfactory for allocating space. One newspaper being strike bound, was given only one advertise-

ment this year. Seven newspapers used previously were deleted as being less productive than considered necessary to maintain satisfactory results. By States and numbers those on the schedule were: California 3, Delaware 1, District of Columbia 3, Florida 4, Georgia 1, Illinois 5, Indiana 3, Iowa 1, Kentucky 1, Maryland 1, Massachusetts 4, Michigan 4, Minnesota 3, Missouri 3, Nebraska 1, New Jersey 2, New York 11, North Carolina 2, Ohio 11, Oregon 1, Oklahoma 2, Pennsylvania 6, South Carolina 1, Tennessee 3, Texas 4, Utah 1, Virginia 1, Washington 1, Wisconsin 3.

RADIO

Radio was used extensively in the United States during 1959, and again led the inquiries into the low cost field by average cost per inquiry. Programmes were planned to coincide with Spring and Summer activities, the Royal State Visit to Ontario of Her Majesty Queen Elizabeth II and Prince Philip, and the official opening of the St. Lawrence Seaway jointly by Her Majesty the Queen and U.S. President Eisenhower:

49 Stations covering 9 States were used for the broadcasts "Blossom Week" in Niagara Peninsula, week of May 18; "Tomato Festival" in Leamington, week of September 1; "Grape Festival" Niagara Peninsula, week of September 1; "Colour Cavalcade" Northern Ontario, week of September 20. Broadcasts were made over 8 stations in the State of Michigan, 11 stations in New York State, 5 stations in Indiana, 11 stations in Ohio, 6 stations in Pennsylvania, 2 stations in Minnesota, 3 stations in Wisconsin, 1 station in Illinois, 2 stations in Florida. Additional to the foregoing, was New York F.M. Network comprising 13 stations.

For the broadcast to publicize the Royal Visit 24 stations in 5 States were used, which were: - New York 10 stations, Michigan 8 stations, Ohio 1 station, Wisconsin 3 stations, Minnesota 2 stations. It is felt that these broadcasts had much to do with the immense amount of people who crowded the waterfronts at accessible points such as Windsor and Morrisburg to see the Eminent Visitors and the Royal Yacht "Britannia", although Their Highnesses might not at that time be aboard.

A special tape recording of 10 minute length, entitled "This is Ontario" was made by Joel Aldred, noted T.V. and radio commentator, and offered at no cost, to 50 radio stations. This was used by many.

During April and May an interesting project was introduced and sponsored by radio K.S.T.P. Minneapolis, in conjunction with our program emanating from that station. Two prizes were offered weekly for three weeks to the persons making the most number of words from the letters in the word Ontario. With the co-operation of the Department of Lands and Forests each winner was presented with an Ontario fishing license for 1959. The competition appealed to a wide circle of listeners, and many contestants mailed in their entries. The fortunate winners of the fishing licenses were: -

Mr. Larry Braun
279 West Elmer Street
St. Paul 17, Minnesota

Miss Mary Donovan
2625 Quincy Street, N.E.
Minneapolis, Minnesota

Mr. William H. Schroeder
2103 North Rice Street
St. Paul 17, Minnesota

Miss Cecilia Grimsmo
Longville Route
Pine River, Minnesota

Miss Carole Thoreen
R.T. No. 2
Box 112, North Branch
Minnesota

Miss Merlyn Jones
R.R. No. 1
Boyceville, Wisconsin

Letters of congratulation accompanied the prizes, with the wish that the recipient might spend a pleasant vacation in Ontario.

BILLBOARDS

Billboard advertising was widely used for the third year. It is difficult to assess the exact value of this medium of advertising, but it is generally felt that it compares favourably with other known media. 215 billboards were used in 9 States as follows: Indiana 14, Iowa 16, Michigan 12, Minnesota 16, New York 46, Ohio 62, Pennsylvania 39, Wisconsin 8, Florida 2. Of this number, a total of 108 were illuminated.

FEATURETTES

3 black and white prints submitted to a publicity firm in New York, which in turn circulated these to newspapers covering the whole of the United States. The pictures were accepted and reprinted in nearly 300 newspapers reaching smaller centres than covered by our regular newspaper advertising. No key numbers are used on these but the coverage is considered favourable.

ADVERTISING IN CANADA

NATIONAL MAGAZINES

As in previous years, the largest proportion of the advertising budget directed to Canadian advertising was allotted to magazines and periodicals, English and French languages were used carrying the invitation to "Discover how much fun can be packed into a day in Ontario." The format stressed a series of 5 types of amusements and sightseeing, and ranged from 85 lines to 1 column in black and white. In addition, 11 4-colour advertisements were used in periodicals with the largest circulation. These were 3/4 page size and showed a young family of four, astride a magic carpet, joyously gazing down upon scenes of the Ontario countryside. This was considered a very eye-catching advertisement, and was very effectual in eliciting inquiries.

ONTARIO NEWSPAPERS

Advertisements using the "Discover" theme similar to the magazines were placed in the English and French daily newspapers on 5 occasions from April to June. These were 420 lines.

Weekly newspapers followed the same pattern, also in 2 languages, from April to June, these advertisements being 200 lines.

Foreign language and Ethnic groups were also appealed to in their own languages, 32 newspapers received advertising, and many requests for information were received as direct results.

RADIO

This covered a great deal of air time for the first year on all radio stations and although the value of these broadcasts cannot be assessed by direct mail, it is felt that satisfactory results were obtained.

For one set of broadcasts the "Know Ontario Better" theme was redeveloped. For this series, 6 recordings were made by Bruce Marsh and Maria Barrett, narrating their tours through Ontario, and pointing up their activities, sightseeing, and photography. Bright background music filled in the pauses.

As in other years, broadcasts were made at suitable times to acquaint the listener with the attractions of "Blossom Sunday", "Colour Cavalcade", "Tomato Festival" and "Grape Festival". These have been a part of the radio programme for a period of years and considered of great assistance in drawing visitors to the areas concerned.

A new programme was placed on the air on 2 occasions in February publicizing "Winter Resorts" and repeated with variations in December. The results from these messages may be judged by many requests received for the "Winter Sports" folder.

BILLBOARDS

Billboard advertising in Ontario was developed this year during the months May to August for the period of one month each. 284 locations were used and 112 of these boards were illuminated. As an experiment for this year it was considered satisfactory.

Details of items originating in this division and partly distributed by all branches follow:

TRAVEL PUBLICATIONS

Lure Book	440,000 copies. 40 pages of Ontario scenes with descriptive captions, completely in full colour. Entitled "Visit Ontario Canada's Variety Vacationland - Land of 250,000 Lakes," the cover illustration being appropriately a lake and shore scene with boats. The book opens with an invitation from the Hon. Leslie M. Frost, Prime Minister of Ontario and closes with a message from the Hon. Bryan L. Cathcart, Minister of the Department of Travel and Publicity. A symbol map occupies the centre pages. Distributed throughout the world in answer to numerous requests. A small number held over, to fill requests in the early part of 1960 until the new book will be available.
Travel Tips	400,000. This small compact book contains no illustrations and is completely given over to information answering any possible questions. With a copy of this book in his possession, the traveler from abroad need not be in ignorance of regulations governing travel in Ontario.
Things to See and Do	400,000, an increase of 100,000 over the previous year's supply. As its name implies, it lists all the known activities and sights of the province. Illustrated with colour prints of scenes and action shots.
33 Vacation Areas	400,000, an increase of 25,000. This is a richly coloured 4 page folder, briefly describing the attractions of each area, pointing up the resort districts, fishing and hunting grounds, urban and sightseeing areas, and mining and timberlands. The visitor may choose his type of holiday by area from this folder.
Angling	300,000, aimed strictly at the fisherman. Contains information as to types of fish by area; regulations as to catches; seasonal dates; and data on fishing licences.
Outstanding Attractions	200,000 copies. Calls attention to the most important and interesting sports and social events of the year. Not descriptive of these events, but all listed by classification.
History	300,000. A reprint. Lists historic sites and monuments, and gives a condensed version of Ontario history since 1615, with the arrival of the renowned explorer Samuel de Champlain.

Ontario Fairways	25,000 copies, which have all been distributed during the year. A small folder giving a partial list of golf clubs and tournaments, complete information not being available.
Winter Sports	35,000 copies. This folder contains information in great detail on every known winter sport and event, listed by area. Hockey, bonspiels and skiing are stressed as the major sports, but the folder includes all other kinds of outdoor and indoor winter entertainment.
Campsites and Roadside Parks	150,000 copies. The mounting popularity of camping is proven by the many extra requests received for this booklet. The amount printed this year was completely doubled over 1958 and all have been distributed. Facilities and features of all public, and some private campsites are given in detail.
Cruising Ontario Waters	40,000 copies, a revision and reprint of 1957 issue. This book is of assistance to the navigator on Ontario lakes and communicating rivers and canals. It is well illustrated with action shots and charts, and suggests scenic routes for the sailor to follow.
Cruising Ontario Waters Appendix	20,000. An extremely detailed list of dockside facilities and marine services, the information being gathered from the main oil companies.
22 Motor Tours	250,000 copies. A booklet introduced during 1959 suggesting drives of 200 to 300 miles through 10 areas. Point to point marked by mileage, and highlighting interesting sights en route. Strip maps outline each tour. A booklet that has met with a great deal of approval.

GENERAL PUBLICATIONS

Ontario Government Services	This publication covering the outstanding services of the Provincial Government retains its position in public demand. 1,899,000 of these are mailed twice monthly during seven months of the year. January, September and December have one issue only, and none during July and August. Requests for inclusion on the mailing list and changes of addresses were received daily.
Ontario, Heartland of Canada	127,000 copies. A well illustrated booklet with brief introductions to the work and jurisdiction of each Department. The "Highlights of Ontario" which closes the book, answers many questions on the economic status of the Province.
Directory and Guide	8,000 copies. This is a book of 262 pages, covering information on the Legislature and all branches of the Government. The directory section lists the Members of the Executive Council, Members of the Legislature, and key personnel of each Department. The guide to the services explains the scope of departmental work, giving publications issued by each. This is followed by lists of Lieutenant-Governors,

	Speakers of the Legislature, and Premiers of Ontario, all dating back to 1867. This book is not intended for such wide distribution as are others, but only to more interested readers.
Economic Puzzle	75,000 puzzles interesting to young people. A jigsaw map of Ontario, which imprints on the mind of the solver the position of counties and districts comprising the province. In great demand by schools and institutions.
Our Vacation In Ontario, Route 1	100,000 copies, all distributed. Comic book format of the tour of a family of four entering Ontario from the United States and travelling through the province with stopovers to view outstanding attractions.
Our Vacation In Ontario, Route 2	175,000 copies, with a small carryover into 1960. A similar book to Route 1, but stressing a different route with other interesting sights. These two books are popular with young visitors from abroad.
Picture of Her Majesty Queen Elizabeth II	200,000. A new picture for 1959, to point up the visit to Canada of Her Majesty. She was photographed at Buckingham Palace by Donald McKague of Toronto. It is a standing, full length pose, in beautiful full color, and she is wearing a lovely pink evening gown, Order of the Garter, and diamonds. The supply of this picture is completely exhausted.
Picture of H.R.H. The Prince Philip	200,000. Also photographed full length by McKague. H. R. H. the Prince wearing military uniform, and the sash of the Order of the Garter. This picture complements that of Her Majesty, and is also in rich colours.
St. Lawrence Seaway Folder	250,000 copies. A souvenir of the official joint opening of the St. Lawrence Seaway by Her Majesty Queen Elizabeth II and U.S. President Eisenhower during their visit when they sailed up the seaway in the Royal Yacht "Britannia" in June. The folder carries the portraits of Her Majesty and Prince Philip. It shows the route of the seaway and gives a brief resume of the work involved in this project. The back cover illustrates the route of the Royal Tour throughout Canada, and the welcome extended by the Hon. Leslie M. Frost, Q. C., Prime Minister of Ontario.
Travel News	A yearly circulation of 55,000. A monthly bulletin of approximately 12 pages, illustrated with pictures, compiled from interesting events taking place in the province, and containing a list of all known forthcoming events. These are mailed to editors throughout the United States and Canada, Boards of Trade and Chambers of Commerce. Many interesting items in Travel News are used by other publications.
Annual Report of the Minister, Department of Travel and Publicity	2,500 copies. This report containing reviews of branches of the Department is not for general distribution, but for those closely associated with the work and aims of the Department and the travel industry.

PROMOTION ITEMS

Coasters	200,000. Continuing their popularity, many of these were taken home by visitors as souvenirs. Numbers of requests were received for large quantities for conventions, and other large gatherings, but these requests unfortunately could not be filled as a trend would be established which could not be maintained. Designs were pointed on the opening of the St. Lawrence Seaway.
Match Books	200,000. An equally popular item also in heavy demand. Brightly coloured covers featuring the Ontario coat of arms, and the provincial flower, the trillium.
Lapel Buttons	100,000 repeat order. Issued to young visitors who wear them and say with the inscription "I visited Ontario". A picture of a "Mountie" is centered on the button.

PUBLICITY KITS

Early in the year, a selection of pictures obtained from the Photography Branch, but captioned in this division, were mailed to the travel editors of 110 newspapers in the United States. These were accepted and reappeared in many of the newspapers. Stories and articles were sent at the same time, and many of these were reprinted in their entirety, others in shortened form.

Pictures and stories were followed up with samples of our publications. With all these items contact is maintained with travel editors on newspapers who are able to give publicity to travel in Ontario.

ATTENDANCE AT CONVENTIONS

During the year, members of the staff have represented this division and the Department by attending conventions and conferences, and addressing groups such as service clubs.

ADVERTISING BY OTHER DEPARTMENTS

Various advertisements placed by some Departments are approved by the Director before payment is made, on ruling of the Provincial Auditor.

G. W. HOGARTH,
Director, Division of Publicity.

Report of the Development Branch

The Development Branch is particularly charged with the administration and enforcement of the Tourist Establishments Act and with "encouraging and promoting improvement in the standards of accommodation, facilities and services offered to tourists" (Department of Travel and Publicity Act).

In order to efficiently discharge the functions of the Branch, Regional and District offices, which are permanent in nature, are located at convenient points throughout the Province. In addition to the regional offices which were previously situated at North Bay and Kitchener, a further regional office was established at Arnprior in 1959, with supervisory responsibilities over the Arnprior and Napanee inspectorates. In all, there are three regional and thirteen district offices established at strategic centres throughout the Province.

By amendment to the Tourist Establishments Act in 1959, tourist outfitters' establishments are subject to the licensing authority of the Department for the first time. Additionally, by a further amendment, tourist establishments in cities and towns which previously were licensed through municipal authorities, came under the jurisdiction of the Department for licensing purposes. It was deemed expedient, therefore, that two offices, one at Arnprior and one at Fort William, be established to discharge more effectively the functions of the Branch, which are increasing each year.

IMPROVEMENT OF STAFF QUALIFICATIONS

To keep pace with the changing trends in the travel industry, district inspectors were enrolled in educational courses to further their knowledge on subjects which are closely related to their responsibilities. These educational courses are listed below:

Fire Inspection Practices Course

Electrical Inspection Practices Course

Forest Fire Prevention Course

Chamber of Commerce Secretarial Course

Tourist and Resort Institute, Michigan State University

Hotel, Resort and Restaurant Administration Course

Institute on Films and Community Leadership

FIELD ORGANIZATION

The present structure of the field organization has evolved through the necessity of having sufficient staff strategically located throughout the Province where their services would be of the most benefit to operators and prospective operators of tourist establishments and other people associated with the tourist industry. The enforcement of the Regulations made under the Tourist Establishments Act and the Travel and Publicity Act has to date been the most onerous task confronting the field staff. In general terms, the duties of the field staff are as follows:

Licensing of tourist establishments

Inspection and report on all types of tourist establishments

Counselling operators of tourist establishments and advising and assisting prospective operators

Analyzing and reporting upon the tourist business and trends of the trade

Maintaining liaison and co-operating with municipal officials, health units and health officers, law enforcement officers, chambers of commerce, local tourist associations, regional tourist associations, etc.

Investigating and, if possible, resolving complaints

Promoting local interest in tourist matters

Assisting local and regional authorities in the development and promotion of travel in and into Ontario

Inspection of tourist establishments which are under construction and perusal of their plans

For the purpose of carrying out the above mentioned duties, the field offices and their personnel are under the immediate supervision of the Chief Inspector and the Supervisor of Research and Planning, who are located at head office in Toronto.

Regional Offices

Regional offices are maintained for the purpose of handling a large portion of detailed work which was originally done at head office. Regional supervisors, the field executives of the Branch, are responsible for co-ordinating the administrative responsibilities of the district officers under their respective jurisdictions and in general supervise the work of the district inspectors under their control.

District Offices

The 13 district offices which are established throughout the Province are staffed by district inspectors. Since the district inspector acts as licence-issuer, it is necessary to have an adequate office staff to carry out these and other duties. Five permanent inspectors were attached to the field staff in 1959 to work as assistants to district inspectors and 13 temporary inspectors were employed during the summer months. The administrative areas of the district offices are outlined on Chart 4.

LICENCES TO OPERATE AND PERMITS TO ESTABLISH

By amendments to the Regulations made under the Tourist Establishments Act, all licences for tourist establishments are now issued by the Development Branch. Also, before any tourist establishment is erected or converted a Permit to Erect or Establish, issued by the Development Branch, is necessary.

A total of 7,066 licences were issued in 1959. Of this number 1,680 were issued to tourist outfitters' establishments, which are sportsmen's camps situated in that part of the Province lying northerly and westerly from the Canadian National Railway line extending from Parry Sound to Pembroke and including the "Hinterland area" up to the 54° parallel of latitude.

A total of 163 Permits to Erect or Establish were granted from April 1st. The greatest number of these were issued to motels with a total of 77, outfitters' camps - 46, cottage establishments - 25 and all other types - 15.

STATISTICS

A comprehensive breakdown by districts of the accommodation under the jurisdiction of this Branch is shown in Appendix A at the end of this report. All other statistics are dealt with under sub-headings in order to give some indication of the various duties performed by the staff.

INSPECTIONS AND ENFORCEMENT

A total of 11,361 visits of all types was made. Of these, 5,503 were inspections of tourist establishments and 1,479 were inspections of tourist outfitters' camps. 1,403 tourist establishments and 221 tourist outfitters' camps were visited more than once. 2,755 visits were made with prospective operators, municipal, public health, law enforcement and various other officials and individuals.

During the course of inspection it was found that immediate improvements, some of a minor nature, were required at 1,462 establishments in order to ensure that conformity to the minimum requirements under the Tourist Establishments Act was effected. In these cases the operators were advised verbally at the time of inspection and later the requirements were confirmed by letter. Upon recheck of the above mentioned places it was found that 1,156 conformed with the requirements within a specified time and that 292 were given until the commencement of the 1960 season to complete major improvements. 101 operators either failed or refused to attempt the required improvements and these cases were referred to head office and dealt with by the Chief Inspector.

NEW CONSTRUCTION

Activity and interest in new construction of tourist accommodation continued to increase in 1959. Improvement is evident each year in the degree of planning and the quality of construction. The field staff of the Branch perform a minimum of three visits to each place under construction before the building is completed. These visits are made to ensure that conformity to Regulations made under the Tourist Establishments Act is effected as well as to offer suggestions and advice for improvement generally.

The attitude of operators and builders in seeking all possible technical advice is indicative of their sincere desire to provide the type of accommodation demanded by the travelling and vacationing public.

As in 1958 the greatest volume of building took place in the motel and cottage resort field. A detailed breakdown of all new construction, additions to existing establishments and reconstruction is shown in charts 1, 2 and 3.

PUBLICATIONS

A complete appraisal of existing Branch publications indicated that due to changes and development within the industry an immediate need for extensive revisions was required. At the same time it was evident that in order to keep abreast of the industry, completely new publications should be compiled, edited and made available for distribution. Accordingly the Research and Planning section effected the necessary revisions to the booklets "Motels in Ontario" and "Fishing and Hunting Resorts in Ontario". These two publications are in constant demand and the new editions will be ready for

distribution in early 1960. New publications dealing with marinas, boating, water safety and houseboats are being compiled and will be available for distribution before the start of the 1960 tourist season.

The Development Branch has continued to prepare for printing and general distribution to tourists, a list of all licensed tourist accommodation and all recognized camping parks available in the Province. These are:

Where To Stay in Ontario

Campsites and Roadside Parks in Ontario

In accordance with the growth of the industry, the Branch has continued to maintain its library and enlarge the stock of publications relating to tourism. These are available to the industry on general distribution or loan basis.

Trade Publications

The Canadian trade publications dealing with many phases of tourism, and especially accommodation and food preparation and service, contain high quality material and excellent coverage of matters relevant to tourism. The editors are to be commended for their interest and support of the industry.

SURVEYS

A further function of the Development Branch is to assemble and correlate for the industry as a whole the most recent facts and figures relevant to visitor spending, trends and travel characteristics of tourists visiting the Province of Ontario each year. In order to meet the pressing need for valid information and statistics covering these subjects, four surveys were completed in 1959. The results of these surveys increased both the scope and validity of information relative to recreational travel and tourist spending in the Province.

Each of the four surveys undertaken varied in type from a general survey and studies carried out at community level, to a Province-wide survey relative to occupancy of rental units by tourists during the four and a half months season. Community surveys were completed at Bracebridge and Leamington during 1959.

The programme for carrying out these types of surveys is already well established. As it is developed even further, a much wider base for future planning will take shape. Moreover, as a direct result of these studies, a keener appreciation of the contribution the tourist industry makes to the economy of the Province will emerge.

ABBREVIATED REPORT ON THE BRACEBRIDGE SURVEY

July 27 - August 1, 1959

The principal objectives of the survey were:

1. To measure the impact of tourist spending on the economy of Bracebridge.
2. To determine the travel characteristics of tourists visiting Bracebridge.

To enable this to be done effectively a business index ratio was established; during the survey week more than 10,000 personal interviews were conducted within the shopping district of Bracebridge, and traffic counters were installed at all entrances to record the inflow of traffic.

The traffic count obtained during the survey week was compared with later counts taken during the last week of August and in October.

The impact of tourist spending upon the economy of a village or town is of prime importance to civic officials and tourist promoters. As a result of survey findings relating to where visitors came from, how long they stayed, how much they spent, what items they purchased, what they desired to do on vacation and other relative questions, the effect of non-resident spending on the community in terms of dollars and cents would be demonstrated. A greater understanding of the tourist and his effect on the area would be created. Civic officials and tourist promoters would be better equipped, factually, to plan their promotional programmes.

The findings of a survey to determine the importance of tourism to the economy of a given community will provide a stimulus for other communities to conduct similar surveys.

A sufficient number of surveys would provide a clear picture of the travel characteristics of visitors to the numerous distinct vacation areas and communities in the Province. This information will ultimately provide a better understanding of the many complex factors affecting Ontario's tourist industry.

Visitors to Bracebridge came from far afield. The table below, derived from the results of the questionnaire completed during the survey, shows an overwhelming number of guests originating in Ontario. Of the visitors interviewed, only one in eight was from the United States, while over 80% were from Ontario.

ORIGIN OF BRACEBRIDGE VISITORS

Ontario Residents	Potential	Number	Percent of all Visitors
Toronto District Residents	1,750,000	5,528	53.9
Niagara District (Including Hamilton)	341,519	1,057	10.3
Brantford-Kitchener-Stratford Area	260,427	789	7.7
Western Ontario	305,696	257	2.6
Oshawa District	85,000	242	2.3
Eastern Ontario	460,080	171	1.7
Northern Ontario	256,871	725	7.1
Sub Total Ontario	3,459,593	8,769	85.6
U.S. Visitors	Not given here	1,288	12.6
Other Provinces		165	1.6
Other Countries		23	.2
TOTAL		10,245	100.0

Bracebridge attracts most of its United States visitors from the States of New York, Ohio, Michigan and Pennsylvania, with New York providing more than any other State. A further breakdown shows the home city of the visitors in order to provide an indication as to where tourist advertisements might be most effective.

**BREAKDOWN OF UNITED STATES VISITORS BY STATE AND CITY,
THE TOTAL OF WHICH IS 1,288**

Total Visitors from New York State	289 or 22.4% of all U.S. Visitors
Origin Buffalo	146 or 51%
Niagara	58 or 20%
New York	38 or 13%
Rochester	27 or 9%
Others	21 or 7%
 Total Visitors from the State of Ohio	 234 or 18.2% of all U.S. Visitors
Origin Cleveland	98 or 42%
Others	82 or 35%
Dayton & Akron	20 or 8.5%
Youngstown	18 or 7.5%
Canton	16 or 7%
 Total Visitors from the State of Michigan	 224 or 17.4% of all U.S. Visitors
Origin Detroit and area including	
Royal Oak and Grosse Point	166 or 74%
Others	58 or 26%
 Total Visitors from the State of Pennsylvania	 202 or 15.7% of all U.S. Visitors
Origin Pittsburgh	115 or 57%
Others	53 or 26%
Philadelphia	34 or 17%
 Total Visitors from the State of Illinois	 41 or 3.2%
 Total Visitors from the Far Southern States	 204 or 15.8%
 Total Visitors from the New England States	 84 or 6.5%
 Total Visitors from the Far Western States	 10 or .8%

The majority of Bracebridge visitors tend to stay for lengthy periods for vacationing purposes. Every other person spent more than one week and more than 25% stayed longer than one month. Almost all the latter group were summer cottage owners who maintained temporary summer residence in Muskoka.

LENGTH OF STAY FOR THOSE STAYING OVERNIGHT

Origin of Visitor	Total	Under 7 days	7-10 days	11-16 days	16-30 days	over 30 days
Toronto	5,344	925	946	1,480	705	1,288
Ontario	2,939	808	753	608	300	470
Other Canadian	174	34	31	55	27	27
United States	1,245	220	308	286	193	238
Other Countries	11		7	4		
TOTALS	9,713	1,987	2,045	2,433	1,225	2,023
PERCENT		20.5%	21.1%	25%	12.6%	20.8%

During the survey week trained interviewers were stationed outside business houses to ask pre-determined questions of the store customers. Among those questions was the amount of purchase. By tabulating the results of the questionnaires and applying the percentage of non-resident sales to the total sales of the community by the various types of stores, it was possible to arrive at an estimate of the impact of visitor spending on the town of Bracebridge during the selected period. The following table shows the estimate of visitor spending during the week of July 27th to August 1st.

PERCENTAGE OF NON-RESIDENT SPENDING COMPARED TO TOTAL SALES BY TYPE OF STORE DURING SURVEY WEEK

Grocery Stores	50.5
Gas Stations	70.9
Drug Stores	67.9
Meat Markets	53.6
Clothing	77.7
Restaurants	90.3
Hardware	58.2
5 - \$1.00	61.6
Miscellaneous	82.8

Confidential information relative to total sales was supplied by the merchants of Bracebridge in order that a business index ratio might be established. Accordingly, it is quite impossible to include certain information in this report. Suffice it is to state, therefore, that non-resident spending accounted for 57% of total sales in retail stores during the survey week. The approximate total sales over a seven week peak tourist season was estimated to be \$803,766.00. This conservative amount is arrived at by including the amounts of total sales of stores sampled during the survey as well as those of other businesses such as dairies, taxis, lumber companies and others not sampled. Of this amount, \$458,147.00 was attributed to visitor spending.

The amount of visitor spending during this seven week period is equal to the payroll of an industry employing 114 persons over a twelve month period. Currently, the largest of Bracebridge's industries employs 75 persons.

Viewing this in another manner, the total spending by tourists amounted to approximately \$163.15 for every permanent resident of Bracebridge.

While the dollar amounts quoted can only be regarded as approximate estimates, nevertheless, tourism must be regarded as forming a most important part in the economy of Bracebridge.

To measure the flow of all traffic into Bracebridge, three separate traffic counts were taken. (One during the survey week, one at the end of August and one at the end of October). By comparing the results of the three counts it was possible to arrive at an estimation of the inflow of summer visitors into the Bracebridge district.

The following table indicates the traffic count results:

TRAFFIC COUNT ON ALL ENTRANCES TO BRACEBRIDGE

	Survey week July 27-Aug. 1st.	Week from Aug. 24-30th.	Week from Oct. 26-31st.
Monday	6,567	4,704	2,346
Tuesday	6,434	4,981	2,233
Wednesday	7,138	4,984	1,938
Thursday	6,799	5,134	2,168
Friday	7,939	6,114	2,697
Saturday	10,260	5,402	3,068
TOTALS	45,137	31,319	14,450
AVERAGE DAILY FLOW	7,523	5,220	2,408
% DECREASE		30.6 %	68 %

GENERAL REMARKS

The figure of 57% , which purports to be the percentage of spending done by out-of-town visitors, while at first glance appears to be too low, is accounted for by the fact that two categories which tend to pull down the average, i.e., Grocery stores and Meat markets, have the largest volume of business.

The purpose of the survey was of course to measure the impact of tourism on the town of Bracebridge as well as to determine the characteristics of visitors and a comparison of the volume of traffic over a given period. This was a successful undertaking and it would seem that a definite guide for action on the part of interested citizens and groups in Bracebridge has been provided.

Some other interesting points resulting from the survey are as follows:

Only 12.6% of all visitors to Bracebridge during the time of the survey were from the United States, while 85-86% were from other parts of Ontario. The Niagara district, including Hamilton, produced 10.3% of all visitors, nearly as many as all the United States put together. This would indicate that there are not as many United States tourists in or passing through Bracebridge at the busiest time of the tourist season as might be expected or hoped for.

The survey should be of great use to operators and businesses in the Bracebridge area. It shows where most of the visitors come from and gives a good indication of where their advertising could be directed. Experts have pointed out that the best results are obtained, particularly in the tourist industry, by advertising in an area which already sends a large number of guests to the district, rather than to advertise in a centre which sends comparatively few in the hope of increasing business. Taking this fact into account the survey shows that for establishments near Bracebridge it would be more advantageous to advertise for United States customers in Detroit, Buffalo and Pittsburg, which send a larger number of guests than do New York, Rochester or Philadelphia.

It is interesting to note that word of mouth is still the best advertising as no less than 42.4% of guests were sent on the recommendation of friends. Another surprising fact is that 76.1% of visitors say they will definitely return to the Bracebridge area next year. This augurs well for the future of the tourist industry in Bracebridge and should be useful information for those considering expansion of their establishments.

Traffic counts were taken (in addition to the one during the survey week) during August 24 - 30 and during October 26 - 31. The former showed a decrease in traffic from the survey week of 30.6% and the latter a decrease of 68% .

CONCLUSION

The above figures point up the fact that more and more summer vacationers tend to take their holidays during the four middle weeks of the season. It would be of important benefit to the industry to have the summer vacation season spread more evenly over a longer period. If one can accept this fact and apply it generally to Ontario, it behooves everyone in the interests of the economy of the Province to bend every effort to extend the tourist season and to lend support to those organizations presently directing their activities toward this goal.

The amount of visitor spending during the peak tourist season equals the payroll of an industry employing 114 persons. This fact indicates that individuals and citizen groups of Bracebridge would be well advised to increase the effectiveness of their local tourist promotional campaigns and support the general promotional activity of the Muskoka Tourist Association.

COMPLAINTS

All complaints relative to the tourist industry which are received by the Department are referred to the Development Branch for acknowledgement and whatever action appears appropriate. A total of 93 formal complaints and 25 trivial complaints were received and processed in this office. This is a decrease over the total number of complaints received in 1958. However, the difference is not high enough to be of any particular significance.

Many of the complaints received concerned matters outside the jurisdiction of this Department and these cases were referred to the authorities concerned. Generally speak-

ing, it is found that most complaints are fairly well founded. Where remedial action has been undertaken by this Department the results have been good. Often it is found that the basic underlying cause of complaint has been a clash of personalities between the tourist and the operator. It has been observed that the average person when on vacation reacts somewhat differently in certain situations than in ordinary day to day living. Occasionally this fact, coupled with the fact that those who are involved in some form of service to the travelling public are working under seasonal pressure, results in disagreements which would not ordinarily occur. Often just cause for a complaint such as improper maintenance of facilities is mentioned obliquely along with seemingly vindictive remarks concerning the actions or attitude of the operator.

In 1959 there were only 25 complaints of unfavourable conditions at establishments which come under the jurisdiction of this Department. The main items in question concerned sanitation, maintenance, cleanliness, equipment and other items of a minor nature. Also at licenced establishments there were 15 cases of alleged overcharging, 9 cases of apparent refusal to refund a deposit and 3 cases of false advertising. There were 11 notifications received in this office in which the complainant was disturbed by lack of courtesy or rudeness on the part of people employed in the tourist service field.

All formal complaints are acknowledged and an explanation provided for the complainant. In cases which come under the jurisdiction of this Department or in special cases affecting the tourist industry an investigation is conducted and where indicated, remedial action follows. Of all the complaints registered in 1959, 51 have been fully dealt with and resolved, 31 have been referred to other authorities and at present there are only 11 cases which have not been resolved. The disposition of these cases will be completed during the first part of 1960. One licence was cancelled as a result of a serious complaint and it is expected that a number of licences may be refused until the items in question are rectified.

There were 3 cases of discrimination which were referred to the Anti-Discrimination Commission. There were 2 cases registered against the Ontario Provincial Police, both of which were acknowledged and referred to the proper authorities. Both of these complaints were unfounded. There were 4 complaints concerning the fishing regulations and conditions, all of which were referred to the Ontario Department of Lands and Forests. Two complaints were received concerning the requirements of the Liquor Control Board of Ontario.

A new type of complaint which referred to camping and trailer parks, beach areas and boating facilities was received in 1959 which indicates that the increased interest in camping and boating has produced problems as well as benefits. None of these complaints were serious.

The exchange on the American dollar which caused a great deal of comment in 1958 was not a big issue in 1959. It can only be assumed that our visitors from south of the border were more fully aware of the situation before they reached Canada and hence were prepared to pay the necessary current rate of exchange.

There are a number of reports each year of personal belongings having been left behind in a motel, hotel, lodge room, or lost entirely. When reports of this nature are received our field staff wherever possible investigated immediately and in most cases the articles in question were recovered and forwarded to the complainant. Letters of gratitude are usually received in these instances. Also letters containing favourable comments and praise as well as constructive criticism are received in increasing numbers. These subjects of favourable comment are about our superior highways, provincial parks, points of historic interest, good accommodation, scenery and many other items, all of which contribute to make Ontario a pleasant place in which to spend a holiday.

ASSOCIATIONS

The Branch continued to co-operate with associations which are active in promoting Ontario's tourist industry.

To systematically effect development and promotion of the industry, the Branch provided encouragement and assistance in the formation of tourist area organizations. The formation of these groups is essential since, at the present time, with notable exceptions, the structure of the promotional activities of the Province and those of the individual operators is such that a great void exists between the major concerns and objectives of each. The advertising and promotional campaigns of the Provincial Government cannot be directed towards the promotion of particular areas. Rather its concern is focused on the Province as a whole. The individual operator, on the other hand, is restricted in his promotional activity by limitations imposed by a relatively small budget and market. Alone, he is usually unable effectively to attract visitors to his particular tourist area.

In the interests of better organization and more effective promotional activities it seems essential that organizations be formed to facilitate promotion of tourist areas. The notable exceptions mentioned previously include the Muskoka Tourist Association, the Kawartha Lakes Tourist Association, the Kenora District Camp Owners' Association and a relatively few others which are providing a remarkably valuable service to the industry.

The functions of a tourist organization would be to:

1. provide a forum for an exchange of views, and an organized voice for tourism within the area.
2. provide leadership in developing local features and attractions.
3. promote the area.
4. undertake area research projects.
5. acting as a liaison with larger bodies.

The Branch subscribes to the principle that tourist area organizations can play a most worthwhile function in the total impact of tourist promotion. It is a development which should receive the assistance and encouragement and support of individuals and groups within the respective communities.

STATE OF TOURISM IN ONTARIO

Revenue from Ontario's tourist industry in 1959 is estimated to be approximately 5% greater than in 1958.

During May and June climatic conditions caused cancellations of reservations and generally discouraged many people from travelling. In some areas during this period a drop in business of up to 50% from 1958 was reported and in other areas some establishments did not open for business during these two months. Later, in July and August, perfect vacationing weather arrived and with it a great influx of vacationers both from the United States and Canada.

The number of Ontario and Canadian guests vacationing in Ontario increased in 1959. It would appear that Canadians are spending longer vacations here and curtailing to some extent travel to other countries.

A fact which all operators and tourist promoters generally should consider most seriously is becoming more evident with each year: where modernity is lacking in accommodation and standards are low in services and facilities, vacationing popularity decreases accordingly.

Trailer and tenting parties increased by tremendous proportions in 1959 with the continued improvement programme being effected in Provincial and other similar parks. There appears to be a definite trend established in outdoor vacationing which was evident some twenty-five years ago. The cycle appears, therefore, to have been completed.

Since the impact of tourist spending has a significant bolstering effect upon the economy of Ontario generally, the factors which contribute to the maintenance and further development of tourism warrant the attention and serious consideration of individuals, citizen groups, associations, chartered banks and Governments as well as tourist groups which are at present actively engaged in attempting to attract a greater volume of vacationers.

J. R. McHATTIE,
Director, Development Branch.

CONSTRUCTION OF TOURIST ESTABLISHMENTS

Chart 1. This chart shows the breakdown by district of the 181 completely new establishments with a total of 1,679 units that were built in 1959.

	Motels	Cottages	Cabins	Lodges	Hotel & Inn	Trailers	Other
	#	#	#	#	#	#	#
	Units	Units	Units	Units	Units	Units	Units
Orillia	5	2					1
Peterborough	55	12			1	15	4
Huntsville	5	26					6
Armstrong	1	5	1				13
Arnprior	10	14	3		1	6	
Napanee	12	27		1			9
Kitchener	118	11	2				
London	48	2					
Owen Sound	14	6			1	5	
North Bay	248						
Parry Sound	222	1					
Kenora	4	2		1	1		
Fort William	37	4					
Sault Ste. Marie	20	37	1	1	1	15	
Totals	88	194	3	6	5	8	144

Chart 2. This chart shows the breakdown by district of the additions that were built at 360 existing establishments with a total of 1,019 units.

	Motels		Cottages		Cabins		Lodges		Hotel & Inn		T. Home		Trailers		Other	
	#	Units	#	Units	#	Units	#	Units	#	Units	#	Units	#	Units	#	Units
Orillia	11	58	7	22			2	5								
Peterborough	6	49	52	69	1	1	9	17							2	34
Huntsville	3	10	20	33	2	2	11	31								
Arnprior	21	123	33	38			6	24								
Napanee	4	27	22	24	3	3										
Kitchener	7	62			1	6										
London	10	103			1	3										
Owen Sound	2	9	2	2	2	3	2	7								
North Bay	9	67	10	16	1	1										
Parry Sound	3	14	28	37	2	2										
Kenora	2	11	10	10	6	9	8	8								
Fort William	4	29	8	10												
Sault Ste. Marie	6	13	7	7	1	1	12	13								
Totals	88	575	199	268	21	37	50	105	Nil	Nil	Nil	Nil			2	34

Chart 3. This chart shows the breakdown by district of the reconstructions that were made at 31 existing establishments with a total of 97 units.

	Motels		Cottages		Cabins		Lodges	
	#	Units	#	Units	#	Units	#	Units
Orillia	1	4	1	3	1	5		
Peterborough			2	4			1	1
Huntsville			1	2			2	7
Arnprior	2	8						
Napanee			2	2	1	1		
Kitchener	1	6					1	5
London					1	15		
Owen Sound	1	3						
North Bay			1	1				
Parry Sound			2	2	2	2		
Kenora	1	9			1	1	3	3
Fort William								
Sault Ste. Marie					3	13		
TOTALS	6	30	9	14	9	37	7	16

Chart 4. District offices have administrative areas as follows:

ORILLIA DISTRICT -- Simcoe, part of York, part of Ontario, part of Muskoka, Dufferin.

PETERBOROUGH DISTRICT -- Durham, Northumberland, Peterborough, Victoria, part of Hastings, part of Ontario.

HUNTSVILLE DISTRICT -- Haliburton, part of Parry Sound, part of Muskoka.

ARNPRIOR DISTRICT -- Part of Renfrew, Lanark, Carleton, Leeds, Granville, Dundas, Stormont, Glengarry, Russell, Prescott, part of Nipissing.

NAPANEE DISTRICT -- Prince Edward, Frontenac, Lennox and Addington, part of Hastings.

KITCHENER DISTRICT -- Welland, Lincoln, Wellington, Waterloo, Wentworth, Halton, Peel, part of York.

LONDON DISTRICT -- Essex, Kent, Lambton, Elgin, Middlesex, Oxford, Norfolk, Brant, Haldimand.

OWEN SOUND DISTRICT -- Grey, Bruce, Huron, Perth.

NORTH BAY DISTRICT -- Part of Nipissing, Temiskaming, eastern part of Sudbury, eastern part of Cochrane.

PARRY SOUND DISTRICT -- Parry Sound, part of Nipissing, part of Renfrew.

KENORA DISTRICT -- Kenora, Part of Rainy River, western part of Cochrane.

LAKEHEAD DISTRICT -- Thunder Bay, southeastern part of Rainy River, western part of Cochrane.

SAULT STE. MARIE DISTRICT -- Algoma, Manitoulin, western part of Sudbury.

APPENDIX A

TOURIST ACCOMMODATION IN ONTARIO BY INSPECTORAL ZONES AND TYPE OF ESTABLISHMENT

APPENDIX A										T.E.—TOURIST ESTABLISHMENT T.O.—TOURIST OUTFITTER								
TOURIST ACCOMMODATION IN ONTARIO BY INSPECTORAL ZONES AND TYPE OF ESTABLISHMENT										EST.—No. OF ESTABLISHMENTS R.U.—RENTAL UNITS OF ACCOMMODATION AVAILABLE TO VACATIONISTS								
INSPECTORAL ZONES		MOTEL		COTTAGE		CABIN		LODGE		INN Establishment		TOURIST HOME		Trailer & Tent Establishment		DISTRICT TOTALS		YEAR ROUND OPERATIONS
		Est.	R.U.	Est.	R.U.	Est.	R.U.	Est.	R.U.	Est.	R.U.	Est.	R.U.	Est.	R.U.	Est.	R.U.	
Orillia	T.E.	77	965	387	2522	336	2994	147	3810	27	637	14	95	10	237	998	11261	81
Peterborough	T.E.	67	999	471	3169	60	1125	124	1090	24	421	9	171	20	621	775	7590	75
Huntsville	T.E.	23	244	264	1581	56	381	150	3822	18	337	4	24	6	264	521	6653	31
Arnprior	T.E.	133	2122	279	1384	85	631	67	897	13	276	26	235	5	91	608	5636	138
Napanee	T.E.	57	927	305	1509	51	334	113	1217	10	133	5	43	2	44	543	4207	58
Kitchener	T.E.	294	5172	45	374	132	1463	4	32	11	132	57	700	5	2339	548	10212	249
London	T.E.	205	2926	148	980	80	578	19	220	17	321	33	235	14	554	516	5814	210
Owen Sound	T.E.	45	529	238	1302	52	382	34	701	38	766	11	98	12	489	430	4267	85
North Bay	T.E.	69	791	26	184	32	177	1	19	4	140	—	—	2	82	134	1393	63
Parry Sound	T.O.	13	218	242	1553	9	52	115	1155	10	154	—	—	1	16	390	3148	20
	T.E.	22	194	59	357	21	121	42	448	3	43	—	—	1	20	148	1183	18
	T.O.	2	22	246	1433	5	27	119	1237	6	114	—	—	1	27	379	2860	5
Kenora	T.E.	23	225	19	139	15	70	1	10	1	27	—	—	3	33	62	504	24
	T.O.	10	99	236	1367	21	134	210	1812	1	13	—	—	—	—	478	3425	—
Fort William	T.E.	34	373	6	75	12	60	2	47	3	45	—	—	—	—	57	600	41
	T.O.	4	18	57	323	3	17	25	152	3	35	—	—	—	—	92	545	6
Sault Ste. Marie	T.E.	54	661	6	19	23	173	2	13	14	215	1	3	—	—	100	1084	72
	T.O.	5	62	180	1042	13	74	133	1163	5	67	—	—	1	5	337	2413	—
TOTAL		1137	16541	3214	19313	1006	8793	1308	17845	208	3876	160	1605	83	4822	7116	72795	1176



INFORMATION SERVICE

Through the Information Branch thousands of vacationers visiting Ontario are welcomed at the fifteen reception centers located at strategic entry points to Ontario. A group is seen (top) being welcomed at the Point Edward Reception Center, middle is a group of the receptionists, and below the filling of envelopes in answer to inquiries from direct mail based upon chiefly the Department's advertising and promotion schedules.



Report of the Information Branch

The population of Ontario has recently exceeded the 6 Million mark. The population of Canada is reported to be 17 Million and that of the United States is 180 Million.

The duties of the Information Branch are to promote, publicize and inform as many of these people as possible of the beauties, attractions and facilities available in Ontario's 412,582 square miles.

How did the Information Branch meet the challenge in 1959?

5,544,137 pieces of Departmental literature were distributed during the calendar year 1959.

1,250,000 pieces of literature provided by individual operators, tourist associations, Chambers of Commerce and other Government departments were distributed through the Main Office and Reception Centres.

283,203 families received Ontario literature as a result of mail enquiries.

1,344,896 U. S. cars with an average of 3.5 persons per car, visited Ontario for 48 hours or more, from January 1st to September 30th, 1959.

662,350 persons visited and received Ontario information at the 16 Official Ontario Tourist Reception Centres.

20,875 persons visited the Parliament Buildings and were provided with information as well as being conducted on a tour of the Buildings.

It might be added that information was sent to enquirers from outside continental North America, but promotion must be expanded considerably if Ontario is to keep pace with the world-wide competition.

Outstanding Public Relations Activities:

Telephone calls covered a wide range of subjects and included calls from organizations, associations, and interested groups requesting advice and assistance as to appropriate and suitable methods of tourist promotion and related matters.

Numerous calls were made by newspapers, radio and TV stations requesting information and statistics as to Tourist spending, volume of tourist traffic, number of foreign vehicles entering Ontario, Reception Centre figures, material and literature, all of which gave considerable publicity to the Department and the Province.

Public Speaking Engagements: In response to invitations Information Branch Staff delivered speeches to Service Clubs, Home and School Associations, Chambers of Commerce and other Tourist Associations and interested groups, both in Canada and United States. This phase of the Branch's activities proved to be an excellent opportunity to outline the Department's program, emphasize the economic and cultural importance of the Tourist Industry, and to provide information in the 'question' periods following the speeches.

Individual packets of literature were mailed to delegates attending conventions in the Province. They were mailed several weeks prior to the events, with the hope that visiting delegates might have an opportunity to visit various parts of the Province. In 1959 Information Branch attended Sports and Travel Shows and Exhibi-

tions with an Information Centre established by Branch personnel. They included Toronto Sportsmen's Show; Canadian Restaurant Association; Hobby Show, Oshawa; Chamber of Commerce Sportsmen's Show, Lindsay; International Plowing Match, Dundas; Trade Fair, Woodstock; and Kansas City, Chicago, Cleveland, New York Sports Shows.

Uniformed Receptionists assisted at several important events including conventions held by Real Estate Board, Industrial Editors, Safety Workshop, Kiwanis International Key Club, also at the Junior Chamber of Commerce Show, Sarnia; Blossom Festival, St. Catharines; Halle Bros. Show, Cleveland and the Convention of Geophysicists, University of Toronto.

In addition to the above, Information Branch staff participated in many outside activities including the following:

Full colour film of Ontario by Dennis Glen Cooper, for Television showing in the United States; Departmental and governmental publicity obtained through direct contact with Arthur Godfrey; the Cisco Kid; Roy Rogers; Redbook magazine; National Geographic; Sports Afield; Chicago Times; The Southam Press; etc. Information Branch made all arrangements for the winners of the "Why I Would Like To Visit Ontario" contest, and accompanied them on their tour of the Province.

DIRECT MAIL ENQUIRIES

Individual direct mail requests for literature and information decreased with 197,502 enquiries received during the calendar year 1959 as compared with 215,264 during the year 1958.

Indirect mail enquiries received from sources other than as a result of Departmental advertising (i.e. enquiries referred to the Department by the Canadian Government Travel Bureau, and prospective vacationists' enquiries resulting from Sports and Travel Shows) numbered 85,904 (1958 was 65,239).

The grand total of enquiries serviced shows an increase with 283,206 in 1959, as compared with 280,503 in 1958. The average in 1959 was 5,446 enquiries per week. The peak month was April with 46,520 letters and coupons; May followed with 45,838 and June was next with 23,409.

REGIONAL LISTS: The service of providing an "Enquiry List" was maintained on a gratis basis to Chambers of Commerce, Boards of Trade and Tourist Organizations. In addition, the Lists were made available to individual operators for a nominal fee of \$7.50 per year. In 1959 the Information Branch prepared 216 lists containing 15,900 names of prospective vacationists, as compared with 238 lists containing 14,072 during 1958. Comments regarding the usefulness of the Enquiry List received from active Chambers of Commerce, Tourist Organizations and individual operators clearly indicate strong approval that the service be continued.

In addition to the foregoing, close liaison was maintained with the Canadian Government Travel Bureau, railways, airlines and other transportation services, motor travel clubs, oil company travel services, magazine and newspaper travel bureaus, travel agents, Canadian Consulates and like offices handling specialized enquiries which came to their attention.

A permanent staff of 28 was employed at Head Office, 6 at Reception Centres, with additional temporary employees during the spring and early summer when enquiries are at their peak. As in previous years, the staff was able to handle the situation because of an arrangement with a commercial addressing service which addressed more than 40,000 envelopes.

RECEPTION CENTRES

This Branch is responsible for the supervision and administration of 16 Tourist Reception Centres, located at Ontario-United States and provincial border points. The staffs of these Centres are trained and inspected regularly during the months of May to October, inclusive. Of fifteen Centres, four remain open all year. In addition a full time staff of Receptionists is maintained at the Parliament Buildings, providing literature and Tourist information, and conducting organized tours of the Buildings.

Well-trained and courteous staffs at the Ontario Tourist Reception Centres extended the Province's first official welcome to 662,350 visitors. Typical of the services provided at these Centres were the following:

1. Official road maps and Ontario literature.
2. Maps of other States and Provinces.
3. Clean rest rooms.
4. Angling and hunting licences (in most cases).
5. Railway, bus, airline and ferry schedules.
6. Telegraph facilities.
7. Local and long-distance telephone, where it is necessary to call ahead to obtain accommodation for a tourist. This is done at no expense to him. This service has proven to be a public relations feature, which has drawn a great deal of good-will for Ontario, at small cost.

At several Centres free cups of tea were served to travel-weary guests. This gesture of hospitality has been graciously received by visitors as a token of genuine friendliness.

Visitors to the Centres are given a 'Comment Card' on which they are invited to write their criticisms and suggestions, upon completion of their visit. Of the thousands returned in the mail, by far the vast majority were highly complimentary, both for the friendliness, courtesy and service received at the Centres, and the general vacation enjoyment provided by Ontario. The suggestions, contained in these cards, were very valuable and helpful, in improving the services offered to our tourists.

The Supervisors and Receptionists not only provided excellent services to tourists visiting our Reception Centres, but did a great deal of extra Public Relations work throughout the year, in their respective areas.

The following is a list of Reception Centres and Staff:

Location	Supervisor	No. of Receptionists
Cornwall	Miss L. Ross	5
Fort Erie	B. Wilson	3
Fort Frances	Miss N. Cornell	3
Hawkesbury	T. Morris	3
Homer	D.R. Allan	6

Ivy Lea	E. Wills	4
Kenora	G.T. Beatty	4
Lancaster	G. Durand	3
Middle Falls	Mrs. H.D. Keane	1
Niagara Falls	D.R. Allan	6
Point Edward	E.L. Hardy	15
Prescott	G.R. Serviss	3
Sault Ste. Marie	L. McAuley	5
Toronto (Parliament Bldgs.)	Mrs. N. Zachary	4
Windsor	Mrs. D. Heller	14 (two Centres)
		79

MOBILE RECEPTION CENTRE

The use of the specially designed mobile unit was continued, providing Information Branch with a 'Mobile Reception Centre'. The Mobile Unit, designed for easy access and illustrating Ontario's many vacation attractions, proved invaluable as an information exhibit.

For a number of weeks last summer the Mobile Unit was stationed at the District map on Highway No. 400, south of Barrie. It served a very useful purpose as a temporary Reception Centre. Favorable comments received from many sources illustrated its value, used in this capacity. During the first week of the Canadian National Exhibition, the Mobile Unit was used as a Reception Centre, providing information and literature to N.A.T.O. personnel. The Mobile Unit and staff represented the Department at other events including the Hobby Show, Oshawa; Lindsay Sportsmen's Show; Community Night, Sault Ste. Marie and the Junior Chamber of Commerce Trade Fair, Sarnia.

STATISTICAL REPORTS

It should be noted that much valuable information regarding the number of visitors to Ontario and to the Reception Centres, lengths of stay, destination and interests are to be found in the Appendices which follow this report.

F. A. VENN,
Director, Information Branch.

DIRECT MAIL ENQUIRIES BY STATES AND PROVINCES

CANADA	1959	1958		1959	1958
Alberta	1,572	2,122	Ontario	32,382	39,244
British Columbia	1,595	2,293	P.E.I.	77	159
Manitoba	1,420	1,734	Quebec	7,842	10,532
New Brunswick	1,019	1,395	Saskatchewan	960	1,299
Newfoundland	172	263	N.W.T.	27	34
Nova Scotia	925	1,219	Yukon	19	1
			Sub-Total:	48,010	60,295
UNITED STATES					
Alaska	34	33	Montana	246	329
Alabama	592	813	Nebraska	1,072	982
Arizona	265	218	Nevada	64	71
Arkansas	243	403	New Hampshire	820	779
California	8,579	8,041	New Jersey	6,719	7,437
Colorado	734	678	New Mexico	230	247
Connecticut	2,494	2,144	New York	21,311	25,717
Delaware	344	696	North Carolina	1,073	1,352
Dist. of Columbia	791	718	South Carolina	364	611
Florida	3,005	1,453	North Dakota	324	416
Georgia	607	808	South Dakota	388	383
Idaho	478	389	Oklahoma	729	764
Illinois	8,610	9,053	Ohio	14,923	14,768
Indiana	5,332	6,589	Oregon	1,412	1,501
Iowa	2,711	2,877	Pennsylvania	14,016	13,562
Kansas	969	1,078	Rhode Island	597	535
Kentucky	1,004	1,100	Tennessee	1,207	1,234
Louisiana	518	673	Texas	2,554	3,132
Maine	1,004	930	Utah	309	281
Maryland	1,591	1,536	Vermont	462	386
Massachusetts	4,903	4,703	Virginia	1,136	1,465
Michigan	14,043	13,939	Washington	2,261	1,752
Minnesota	3,990	3,484	West Virginia	698	816
Mississippi	256	427	Wisconsin	5,653	6,260
Missouri	2,193	2,393	Wyoming	111	100
			Sub-Total:	143,967	150,056
FOREIGN			Sub-Total:	5,325	4,913
			TOTAL:	197,302	215,264
Sources of enquiries other than Direct Mail (i.e. Canadian Government Travel bureau lists and Travel Shows)			TOTAL:	85,904	65,239
			GRAND TOTAL:	283,206	280,503

FOREIGN DIRECT MAIL ENQUIRIES

	1959	1958		1959	1958
Africa	15	10	Indonesia	905	482
Algeria	1	1	Iran	--	--
Arabia	3	2	Iraq	38	148
Argentina	261	236	Israel	3	11
Australia	348	267	Italy	56	57
Austria	--	11	Jamaica	11	11
Bahamas	3	3	Japan	26	25
Barbados	2	1	Korea	4	1
Belgian Congo	5	4	Lebanaon	--	3
Belgium	54	52	Luxemburg	--	1
Bermuda	6	10	Malaya	38	33
Bolivia	--	--	Malta	11	7
Borneo	2	2	Mexico	92	80
Brazil	120	132	Netherlands	67	106
British Guiana	53	29	New Zealand	155	123
B.W.I.	6	9	Nigeria	375	694
Bulgaria	2	--	Norway	14	18
Burma	--	--	Pakistan	10	17
Canal Zone	5	10	Panama	2	1
Ceylon	143	171	Paraguay	--	1
Chile	31	26	Peru	15	10
China	2	3	Philippines	33	54
Colombia	19	20	Poland	5	8
Cuba	28	42	Portugal	8	6
Cyprus	--	1	Puerto Rico	36	31
Czechoslovakia	5	12	Rhodesia	17	10
Denmark	24	16	South Africa	33	58
Ecuador	4	1	So. Rhodesia	3	2
Eire	--	6	Spain	313	483
Egypt	1	5	Sudan	--	1
Fiji	9	5	Sweden	49	62
Finland	5	21	Switzerland	29	32
France	60	85	Syria	4	9
Germany	101	88	Tanganyika	4	5
Guatemala	3	5	Thailand	1	4
Gold Coast	52	55	Trinidad	8	17
Greece	4	2	Tunisia	--	2
Guam	3	5	Turkey	23	29
Haiti	2	1	Uganda	3	9
Hawaii	93	76	United Kingdom	436	435
Honduras	3	2	Uruguay	20	14
Hong Kong	7	6	Venezuela	37	23
Honolulu	--	3	Yugoslavia	816	292
Hungary	13	9	Zanzibar	3	2
India	94	51			
			TOTAL:	5,325	4,913

ONTARIO TRAVELLERS VEHICLE PERMITS, 1946-1959. (Motor vehicles entering from U.S. for stays of 48 hours or more, or departing by another point of exit than the one entered) 1st line Monthly; 2nd line—Cumulative.

	1946	1947	1948	1949	1950	1951	1952	1953	1954	1955	1956	1957	1958	1959
January	15,190	12,953	13,119	17,591	20,296	20,919	19,822	23,484	26,950	28,421	29,475	24,255	29,066	23,793
February	16,048	11,904	16,705	20,111	19,432	18,687	25,862	28,579	29,379	25,156	28,015	29,585	23,215	24,692
	31,238	24,857	29,824	37,702	39,728	39,606	45,864	52,063	56,329	53,577	57,490	53,840	52,281	48,485
March	27,682	15,724	24,934	23,209	23,327	34,780	32,008	36,871	33,435	37,833	40,269	44,702	40,030	41,360
	58,920	40,581	54,808	60,911	63,055	74,386	77,692	88,934	89,764	91,410	97,759	98,542	92,311	89,845
April	39,309	31,355	40,477	47,494	45,862	47,152	53,403	60,528	61,290	69,745	59,227	65,962	70,967	55,322
	98,229	71,936	95,285	108,405	108,917	121,538	131,095	149,462	151,054	161,155	156,986	164,504	163,278	145,167
May	65,578	69,044	84,931	95,817	87,335	88,481	107,841	112,432	121,135	127,378	97,620	112,473	123,478	112,921
	163,807	140,980	180,216	204,222	196,252	210,019	238,936	261,894	272,189	288,533	254,606	276,977	286,756	258,088
June	112,688	125,324	121,805	138,554	147,892	180,506	179,984	189,358	174,207	183,706	204,250	207,184	190,079	189,303
	276,495	266,304	302,021	342,776	344,144	390,525	418,920	451,252	446,396	472,239	458,856	484,161	476,835	447,391
July	187,783	227,395	262,791	285,494	296,761	309,637	313,798	351,330	358,671	372,761	335,475	342,334	329,680	354,089
	464,278	493,699	564,812	628,270	640,905	700,162	732,654	802,582	805,067	845,000	794,331	826,495	806,515	801,480
August	211,280	264,079	263,250	265,188	275,647	325,419	338,682	355,617	329,130	329,938	329,450	366,675	368,450	363,028
	675,558	757,778	828,062	893,458	916,552	1,025,581	1,071,336	1,158,199	1,134,159	1,174,938	1,123,781	1,193,170	1,174,965	1,164,508
September	108,765	119,889	161,913	163,175	169,692	170,265	137,294	190,000	180,247	192,163	175,827	160,392	143,937	180,328
	784,323	877,667	989,975	1,056,633	1,086,244	1,195,846	1,208,630	1,348,199	1,315,406	1,367,101	1,299,608	1,353,562	1,318,902	1,344,836x
October	61,652	73,549	72,134	78,906	82,231	83,450	76,382	96,937	90,179	94,126	92,269	85,308	91,766	
	845,975	951,216	1,062,109	1,135,539	1,168,475	1,279,296	1,285,012	1,445,143	1,405,585	1,461,227	1,391,877	1,438,870	1,410,668	
November	36,191	35,675	40,015	38,284	40,689	37,052	45,313	50,884	50,496	49,712	53,147	51,128	52,351	
	882,166	986,891	1,102,124	1,173,823	1,209,164	1,316,348	1,330,325	1,496,027	1,456,081	1,510,946	1,445,024	1,489,998	1,463,019	
December	20,930	18,303	23,832	26,668	27,126	26,733	32,038	38,088	36,297	38,996	40,336	43,844	36,721	
TOTAL:	903,096	1,005,194	1,123,956	1,200,491	1,236,290	1,343,081	1,362,363	1,534,115	1,492,378	1,549,942	1,485,360	1,533,842	1,499,740	

x As of Oct. 1, 1959 border crossing regulations were changed. Therefore comparative figures are only valid to the end of September, 1959.

Reception Centre Summary for 1959	Kenora		Fort Frances		Middle Falls		S. S. Marie		Point Edward		Windsor Bridge		Windsor Tunnel		Fort Erie		Homer		Niagara Falls		Ivy Lea		Prescott		Cornwall		Hawkes- bury		Lan- caster		TOTAL
	May 15 Sept. 15	May 15 Sept. 15	May 15 Sept. 15	May 15 Sept. 15	May 15 Sept. 15	all year	May 15 Sept. 15	all year	May 15 Sept. 15	all year	May 15 Sept. 15	all year	May 15 Sept. 15	all year	May 15 Sept. 15	all year	May 15 Sept. 15	all year	May 15 Sept. 15	all year	May 15 Sept. 15	all year	May 15 Sept. 15	all year	May 15 Sept. 15	all year	May 15 Sept. 15	all year	May 15 Sept. 15	all year	
Opening date: Closing date:																															
Total visitors to Centre:	25,542	32,794	22,013	127,779	41,969	42,677	29,495	62,919	103,308	52,248	16,474	13,285	48,306	10,502	25,918	662,350															
No. of parties represented:	7,893	8,840	4,940	42,906	10,823	11,391	9,107	19,093	30,629	5,392	5,240	409	3,166	8,122	186,222																
No. on first visit to Ontario	1,757	8,942	4,597	5,032	13,192	14,476	2,837	6,031	44,636	6,223	2,367																				
Nos. staying:																															
1 week or less	20,283	26,926	15,767	96,615	31,097	31,206	20,591	50,113	90,483	37,031	5,803	30,714	3,962	22,997	499,259																
1 - 2 weeks	1,991	4,074	4,675	15,488	3,599	4,319	1,807	8,031	7,470	9,505	1,052	5,899	2,764	1,620	74,696																
2 - 3 weeks	625	408	807	345	5,205	1,841	1,701	222	2,988	2,492	3,807	124	1,022	1,332	498	23,417															
3 - 4 weeks	444	55	201	153	1,702	330	316	69	655	443	702	60	252	555	167	6,104															
Month or more	545	203	185	233	2,539	254	293	173	572	365	760	120	469	1,247	109	8,067															
Unstated	1,654	—	—	813	5,430	4,848	4,842	6,633	560	2,053	443	9,310	642	527	43,868																
Destination:																															
N. W. Ontario	16,840	17,243	29,805	453	430	138	234	485	1,154	1,602	451	253	385	779	14	70,356															
Nor. Ontario	686	159	615	12,194	5,713	835	1,062	2,357	6,724	1,807	623	1,259	817	372	334	35,557															
Cent. Ontario	642	34	371	553	17,201	3,364	2,941	14,835	9,028	7,462	3,691	771	3,548	1,957	2,489	68,887															
S. E. Ontario	414	50	132	591	3,640	883	733	1,914	5,020	6,317	31,719	8,946	15,176	712	10,337	86,584															
S. W. Ontario	201	92	220	2,819	86,118	28,519	29,515	2,161	34,337	74,723	6,217	62	1,709	1,224	4,967	272,884															
Quebec and East	347	80	314	1,167	7,793	3,227	3,153	1,628	5,223	8,646	9,053	1,811	12,326	2,625	7,037	64,430															
Manitoba and West	5,340	2,290	1,337	468	1,354	55	197	123	873	698	248	52	309	1,815	209	15,368															
Unstated	1,062	472	—	144	5,430	4,848	4,842	2,887	560	2,053	246	3,320	10,199	550	527	37,140															
No definite dest. (%)				1%	13%	18%		1%			9%	—	7%	—	3%	3.6%															
Road maps issued:	3,283	6,428	13,180	7,059	44,125	16,271	15,614	8,441	17,470	28,603	21,760	3,224	19,796	4,343	5,165	214,762															
Phone calls made:																															
Local	261	441	—	309	2,051	175	662	110	38	376	641	139	846	351	1	6,401															
Long distance	63	59	—	25	183	15	63	166	62	117	272	92	45	66	8	1,236															
Licences issued:																															
Fishing	548	53	—	440	809	—	659	—	208	784	—	—	15	—	—	3,516															
Hunting	—	—	—	—	13	—	153	—	—	—	—	—	—	—	—	166															
Estimate of % interested in:																															
Fishing	30%	15%	—	35%	1%	1%	2%	11%	9%	3%	13%	6%	5%	7%	—	7.95%															
Hunting	10%	6%	—	15%	1%	1%	4%	5%	—	1%	2%	1%	1%	9%	—	2.35%															
Cruising	11%	13%	—	20%	1%	1%	1%	—	—	2%	13%	2%	3%	6%	—	3.44%															
Resort relaxation	37%	7%	—	30%	21%	17%	8%	5%	10%	4%	16%	16%	4%	6%	1%	11.22%															
Touring and sightseeing	12%	45%	85%	50%	47%	61%	58%	63%	86%	76%	14%	47%	67%	30%	90%	46.59%															
City visits	10%	26%	—	20%	53%	20%	27%	16%	21%	14%	22%	28%	20%	33%	10%	23.26%															
No. of house trailers:	409	206	595	314	480	267	63	53	171	327	876	118	133	1,082	182	5,276															

Report of the Photography Branch

During the calendar year 1959, the amount of production in this Branch continued to increase. There are several reasons for this trend; more people, particularly other Government Departments, are becoming aware of the services and quality of product provided by this Branch, the undertaking of photographic work for the Archives since that office has become part of this Department, and the establishment of a systematic promotional photographic service for the Historical Branch.

PHOTOGRAPHY

Still Photography

The Branch's main objective continued to be the production of black and white and colour photographs for use in the Department's travel promotion program, and during the past year we were able to make a greater contribution to this program than in any previous year. A total of 1,250 black and white negatives were added to the Department's files, with approximately the same number of alternate negatives available, which can be included in our library if required. This represents an increase of almost 8% over the previous year.

In keeping with the current trend toward colour photography, we were able to increase our colour production by more than 70%. We have added 1,200 transparencies to our files, in either 4 x 5" size, or 2¼" square, these sizes being preferred for magazines, rotogravure sections, Department and other publications.

Our coverage of the Province at the height of the summer tourist season was quite extensive, with personnel of the Branch visiting the following regions on assignments:

The Thousand Islands and St. Lawrence area, the Lake Erie-Sun Parlour region, The Midlands, Muskoka, Haliburton, Kawarthas, Niagara Frontier, Ottawa and Madawaska Valley, Toronto-Hamilton area, Crowe Valley, Blue Water-Huron area, and Manitoulin Island.

Assignments in Northwestern Ontario resulted in further photographic coverage of: Lake of the Woods-Minaki area, Fort Frances-Rainy Lake region, Lakehead, Dryden, Vermillion Bay, Red Lake, and the recently opened section of the Hinterland.

Many of Ontario's winter activities were also covered, particularly the major ski meets and special events including winter carnivals at Chapleau, Penetang, The International Speed Skating Races at Barrie, Dice-on-Ice Automobile Rally at Huntsville.

A number of Spring, Summer and Fall events were photographed by Branch personnel, the visit of Her Majesty Queen Elizabeth and His Royal Highness The Prince Philip, Duke of Edinburgh being the outstanding event covered. Other special events included the Ottawa Tulip Festival, the Niagara Blossom Festival and International Day, the Leamington Tomato Festival, the Niagara Grape Festival, the Muskoka Cavalcade and the Pelee Island Pheasant Shoot.

To assist the Archaeological and Historic Sites Board in obtaining publicity for their program of marking sites of historic significance, we have instituted a mat service which enables the Board to provide photographs or mats to the interested newspapers as required.

Among the other Ontario Government Departments for which this Branch provided photographic services during 1959 were: Provincial Secretary's Department, Department of Transport, Department of Education, Department of the Attorney-General, Department of Energy Resources, Department of Public Works, and the Department of Planning and Development.

Photograph Library

A total of 28,521 black and white photographs were distributed from the Photograph Library during 1959. An analysis of the distribution is given in appendix 'A'



PHOTOGRAPHY BRANCH

This Branch offers a complete photographic service, taking photographs for use in departmental publications and for other Government departments. Material is available for travel promotion and for editorial use in publicizing Ontario. The Branch also operates a 16 mm. motion picture library. The above photographs show a section of the Photograph Library and a technician mounting display prints.

attached to this report. A study of the appendix will indicate that, while there have been some changes in the various categories, there has been an overall increase in distribution of approximately 40%. There were, in addition, 1,830 colour photographs distributed. The statistics on this distribution are given in appendix 'B'.

Darkroom Production

A greater production was necessary to keep pace with the increase in photographs taken and distributed during 1959. This increase was achieved and we have been able to continue servicing requests with a minimum of delay. The bulk of the darkroom production was in the standard 8 x 10" size, but we still continued to supply over-size display enlargements where required, and a special project undertaken this year was the production of photographic illustrations for the Department Christmas card.

Motion Picture Library

Two new films were produced for the Department Film Library, the locales being the Lake Erie and Lake Huron regions. They, along with the other films in the Department library are available for free distribution through the Photography Branch.

In the United States, distribution of Department films was handled through the Travel Film Library of the National Film Board. At the end of 1959 this distribution network comprised 503 circuit outlets, many of them public libraries, and the two large libraries in the National Film Board offices in New York and Chicago. In addition to these non-theatrical outlets, the Film Board has reported screenings on television from 354 stations.

With the two films produced in 1958, bringing the total to 18, the number of Department film screenings in the United States increased more than 800, to a total of 6,271. This increased distribution was also evident in the Canadian bookings handled through this office with a total of 443 screenings being recorded. Storage, shipping and maintenance for Canadian distribution was carried out in this office.

The five Department films cleared for television were screened in the United States 130 times during the most recent 12 month period for which statistics are available. On Canadian television our films were screened a total of 30 times.

The Canadian Government Travel Bureau has made extensive purchases of Department films during the past year. This, coupled with a promotional program undertaken by the National Film Board, has done a great deal to encourage the production of films as a tool in the promotion of the travel industry. During June, July, August and September, this Department made films available to the National Film Board for its summer circuit operating in National Parks. While exact figures are not available at this time, they advise that these films and their entire summer program were very well received.

SPECIAL PROMOTION AND PUBLIC RELATIONS

Tours of Editors, Writers and Photographers

Members of this Branch arranged and participated in many of the special promotion projects conducted by the Department during the year. They are presented on a monthly basis for purposes of this report.

May

Arrangements were made for Mr. Hank Andrews, Outdoors Editor of the Cleveland Press, and Mr. Ben Anderson of the Kent Courier-Record, for a fishing trip in the Rice Lake area on assignments for their respective newspapers. The Branch Director photographed the convention of the Outdoor Writers Association of Canada held in Algoma, in addition to attending as a Director of that Association.

July

Mr. Wm. Oertel, President of the Newspaper Manager's Association of the United States, accompanied by a staff photographer, visited Muskoka to obtain travel, vacation and convention information for the NMA and the Ohio Newspaper Association.

August

Mr. Clare Allen of Radio Station WEBR and the Buffalo Courier Express accompanied by a staff photographer, visited the Kenora and Sabourin Lake regions on assignment for his radio station and newspaper. Mr. Mel Ellis, Outdoors Editor of the Milwaukee Journal, working with a staff photographer, wrote a series of articles for his newspaper on fishing in that section of the Hinterland area opened to travellers in 1959.

This Branch assisted the Theatres Branch of this Department with arrangements for the Columbia Pictures film "Wonders of Ontario". Branch personnel accompanied Columbia representatives while obtaining footage for this production during August, September, and October.

Assistance was given by this Department to Mr. Hal Platt of Bill Burrud Productions, Hollywood, California, in the preparation of a film on the St. Lawrence-Great Lakes region. Mr. Platt was in Ontario during the latter part of August and early September.

September

This Department assisted the Ontario Northland Railway in arrangements for Mr. Robt. Edge of Sports Afield magazine who participated in the James Bay Goose Shoot. Mr. Edge also used some of the material obtained on the National Broadcasting Corporation's program "Monitor". Mr. Lew Klewer of the Toledo Blade and Mr. Erwin Bauer, prominent American outdoor writer, with some assistance from this Department, participated in a hunting trip in the Cochrane area.

October

Mr. Sid Latham, prominent American Outdoor photographer, and Mr. Jim Rikhoff, American Outdoor writer, obtained material for hunting stories in the White River area through arrangements made by this Department. Mr. Phil Rich of the Midland Daily News, Midland, Michigan, participated in a moose hunting trip in the Kapuskasing area to obtain material for his newspaper and several other Upper Michigan publications. Mr. Clare Allen, accompanied by a member of this staff, visited the Algoma district of Ontario to obtain material for a bird shooting story.

Mr. Hank Andrews and Mr. Ben Anderson again visited Ontario along with Mr. Jack Parry of the Gary Post Tribune, Gary, Indiana, and participated in the Pelee Island Pheasant shoot on assignments for their respective newspapers.

Special Projects

The most extensive undertaking of the Branch during the year was the Sixteenth Annual United States Editors' Goodwill Tour of Ontario held in June. Invitations were

extended to 30 State Press Associations, and 30 Associations sent a representative. Originating in Sault Ste. Marie, the tour continued through Thessalon, Elliot Lake, Sudbury, North Bay regions. The group visited the St. Lawrence Seaway and Power Development, the Thousand Islands, Prince Edward County, sections of the Georgian Bay region, and the Lake Huron-Lake St. Clair districts and Essex County. The communities of Ottawa, Cornwall, Gananoque, Picton, Cobourg, Toronto, Barrie, Collingwood, Wallaceburg, Suble Beach, Sarnia and Windsor were included in our twelve day itinerary.

The editors were shown many of Ontario's historic sites and tourist and cultural attractions as well as much of the Province's industrial development and potential. Upon completion of the tour each editor was initiated into the K.O.B. (Know Ontario Better) Club.

A series of daily stories on the tour, prepared by a member of the Division of Publicity, along with photographs and mats prepared by this Branch, were forwarded to each editor to be used in their newspapers during and immediately following the tour. In addition, a souvenir photograph album was prepared and presented to each editor, and a 16 mm colour film was also produced and prints circulated to the editors for screening to interested groups in their home communities.

Bound copies of stories about the tour, which appeared in the editors' newspapers, were distributed to those organizations and associations who assisted the Department with the tour arrangements.

At the request of the Canadian Government Travel Bureau, this Branch again provided a member of its staff to work in the New York office during the peak inquiry periods of June and July.

The Branch again arranged for the annual re-union of the Know Ontario Better Club, held in Chicago during the convention of the National Editorial Association, and two members of this Branch, along with a member of the Division of Publicity, attended.

Branch personnel attended and participated in, either by speaking or screening films, many conventions and meetings of tourist organizations and other groups during the year.

COLIN McDONALD,
Director.

APPENDIX 'A'

A total of 28,521 black and white photographs were distributed from the Library in 1959. Statistics on this distribution are as follows:

Department of Travel and Publicity Publications and Promotions	Other Ontario Government Departments
7,888	2,838
Federal Government Departments	Canadian Government Travel Bureau
284	679
Travel Shows, Exhibition and Displays	Travel Folders and Promotions other than those produced by Travel and Publicity
1,269	
Canadian Magazines	2,954
1,642	Canadian Newspapers
United States Magazines	2,598
1,772	United States Newspapers
Television	1,873
423	
Convention Publicity	Transportation Companies
643	827
Canadian Industrial House Organs	United States Industrial House Organs
686	28
United Kingdom Newspapers & Magazines	Foreign Newspapers and Magazines including France, Germany, South Africa, Switzerland, India Denmark, Turkey and Ceylon.
180	
	446
Educational Publications	
Canada	United States
	Other, including France, India, Japan, Bahamas, England and Ceylon.
849	489
	153

APPENDIX 'B'

A total of 1,830 colour photographs were distributed from the Library in 1959. Statistics on this distribution are as follows:

Department of Travel and Publicity	Canadian Government Travel Bureau
602	420
Federal Government Departments	Canadian Newspapers and Magazines
20	160
Travel Folders other than those produced by Travel and Publicity	Educational Publications
141	20
United States Newspapers and Magazines	Television
195	53
Material for Lectures including 35 mm. colour duplicates of Department transparencies.	Foreign Magazines
131	26
Other Ontario Government Departments	
62	

HISTORIC SITES PLAQUES



On the 19th of August, 1959, historical plaques commemorating James Wallis and John Langton were unveiled in Fenelon Falls. These plaques form part of a series being erected throughout the province by the Department of Travel and Publicity acting on the advice of the Archaeological and Historic Sites Board of Ontario. Shown in front of the Wallis plaque left to right are: Mr. James Wallis, grandson of the founder of the community; The Rev. C.L. Thompson, Chaplain of the Committee; Colonel Hugh M. Wallis, grandson of the founder of the community; The Honourable Leslie M. Frost, Q.C., Prime Minister of Ontario; Mr. E.G. Hand, Fenelon Falls; Mr. Clayton W. Hodgson, M.P. (Victoria-Haliburton); Mr. A.W. Robson, President, Fenelon Falls and District Historical Society; Mr. W.H. Cranston, Chairman, Archaeological and Historic Sites Board.



On Saturday, the 26th of September, 1959 an historical plaque was unveiled near Fort Erie marking the site at which William Lyon Mackenzie escaped across the Niagara River after his unsuccessful rebellion of 1837. Shown in front of the plaque are left to right: Mr. Maxim T. Gray, General Manager of the Niagara Parks Commission; the Ven. Archdeacon William Burt; Mr. Albert W. Miller, Museum Director, Fort Erie Historical Society; Prof. T.F. McIlwraith, a member of the Archaeological and Historic Sites Board; Miss Rose Seaton, Librarian, Fort Erie Historical Society; Mr. George Bukator, M.P.P. (Niagara Falls); Reeve Fred House, Bertie Township; and Mr. Charles N. Glenny, President, Fort Erie Historical Society.

Report of the Historical Branch for 1959

The Historical Branch administers all departmental functions relating to history, archaeology and museums. It also provides permanent staff for the Archaeological and Historic Sites Advisory Board of Ontario, a body of private citizens which advises the Minister on matters relating to the above subjects.

DESIGNATION AND INVESTIGATION OF ARCHAEOLOGICAL AND HISTORIC SITES

Under the Archaeological and Historic Sites Protection Act of Ontario (1953) the Minister may, for a stated period of time, prevent any persons from excavating or altering an archaeological site or from removing objects therefrom. The primary reason for this action is to prevent despoliation of sites of exceptional importance, until properly qualified persons have had time to make a thorough examination and assess their historical or archaeological significance.

The sites of the former Naval and Military Establishments at Penetanguishene were designated under the Act in 1959. The former, founded following the War of 1812, was for many years British Naval Headquarters on the upper Great Lakes. Some excavation was undertaken on this site during the past summer which outlined the foundations of early structures including the former residence of Admiral Henry W. Bayfield.

A number of other sites were investigated. Excavation carried on at the site of the old depot known as Willow Fort, situated near the western terminus of the historic Nine Mile Portage in Vespra Township, revealed the foundations of various log structures and a portion of a palisade. An unsuccessful attempt was made to discover the site of Kente, the headquarters of the seventeenth century Sulpician Mission in the Bay of Quinte area. An archaeological excavation was made of the presumed site of the Indian Village of Toniata in Leeds County. A search in Tiny Township, begun in 1958, was continued with the intention of locating several Huron Villages, including Toanche, mentioned in the "Jesuit Relations" or other seventeenth century sources.

ERECTION OF HISTORICAL PLAQUES

One of the branch's more important functions is the commemoration, by means of historical plaques, of persons, places, events and structures of historical importance.

During 1959 the branch, acting on the advice of the Archaeological and Historic Sites Board, undertook research on the historical backgrounds of some one hundred such subjects. In many cases this involved a lengthy study of records contained in libraries, archives, registry offices, early newspapers, family correspondence and other primary sources. In addition, local residents and historical societies were frequently consulted. Over sixty inscriptions were given final approval by the Board and fifty-five official unveiling ceremonies were held.

These plaques are erected both to stimulate an interest in history among our own citizens and to furnish an attraction to tourists. In arranging official unveiling ceremonies a strong effort is made to enlist the co-operation of local organizations. The ceremonies are usually sponsored by such bodies as Chambers of Commerce, Municipal Councils, service clubs, Women's Institutes, church trustees or historical societies.

An attempt is always made to give intensive coverage to the event through various public media. The province's newspapers have given encouraging support as have the local television and radio stations. Members of the provincial parliament and other prominent citizens have assisted greatly by their attendance at the unveiling ceremonies. The branch prepares news releases for each plaque unveiling which include an historical summary of the subject being commemorated in more detail than can be inscribed on the plaque itself.

A complete list of all plaques erected in 1959 is attached hereto as Appendix A.

MUSEUMS

In 1959 the administration of regulations governing provincial grants for municipally owned historical museums was transferred from the Department of Education to Travel and Publicity. These regulations provide for an annual matching grant up to a stated maximum to a municipality which owns and operates a museum, and which provides money for its maintenance and curator's salary. To be eligible the museum must be kept open to the public for a stated period of time during each year.

A Museums Advisor was added to the staff of the branch to provide technical aid and advice to the province's local museums in such fields as administration, display and conservation. This appointment has filled a long felt need since most local museums have no person with the requisite knowledge on their staffs. The Museums Advisor's services have been in heavy demand during the short period since his appointment. One of his first tasks has been the compilation of a museum census including a general survey of the nature of the individual collections in Ontario's approximately one hundred museums. From knowledge gained so far, it would seem that there are excellent possibilities for co-ordinating the efforts of individual museums in regard to such matters as the exchange of surplus material.

GRANT TO THE ONTARIO HISTORICAL SOCIETY

A grant was given to this provincial society to aid in the publication of its scholarly quarterly "Ontario History" and to assist in the operation of its annual Museum Workshop for the training of museum curators.

PUBLICATIONS

The branch compiled a revised edition of the folder "Ontario History".

The brochure "Historic Ontario, Old Upper Canada" has been generally well received by the public. It is subject to more restricted circulation than the folder, but is available to anyone displaying an interest in the province's historical attractions. In addition to its general distribution, 10,000 copies have been transferred to the Department of Education as a result of the interest displayed by the province's schools and school children. The present edition of this brochure will remain in circulation for at least another year.

The branch compiled a large number of press releases dealing with plaque unveiling ceremonies, a great majority of which were used by various public media.

INQUIRIES

A considerable volume of inquiries dealing with the province's historical attractions have been answered by the branch. These questions have come from other branches and departments as well as from tourists and residents of Ontario.

GENERAL

Members of the Archaeological and Historic Sites Advisory Board have frequently offered their services as public speakers or to attend conferences with a view to encouraging the growth of an interest in history.

D. F. McOUAT,
Director, Historical Branch

Appendix A

**SITES COMMEMORATED BY THE ARCHAEOLOGICAL AND HISTORIC
SITES BOARD IN 1959**

(The brief descriptions included herewith are not copies of the actual inscriptions on the plaques.)

COLONEL JOHN PRINCE 1796-1870 - Prince commanded the local militia in the Windsor area during the rebellion of 1837-38 and his summary execution of several Americans sympathizing with William Lyon Mackenzie, who had invaded Upper Canada, precipitated an international crisis. Prince later became the first judge of the Algoma District. (Bellevue Park, Sault Ste. Marie, Ontario).

THE CHICORA INCIDENT 1870 - Describes the crisis which occurred when the United States refused to allow Colonel Garnet Wolseley's Red River expedition to pass through the locks at Sault Ste. Marie. (Near Canadian locks, Sault Ste. Marie).

SUPERIOR'S FIRST SHIPYARD - Commemorates the site where Louis Denis, Sieur de la Ronde in 1735 launched the first ship to sail Lake Superior. This site was later used for the same purpose by the famous fur trader Alexander Henry. (Pointe aux Pins west of Sault Ste. Marie).

ADELAIDE HUNTER HOODLESS 1858-1910 - Commemorates the founder of the Women's Institutes of Canada. (About one mile west of St. George on concession road leading off Highway No. 24).

KING CAPRON 1796-1872 - Commemorates the founder of Paris, Ontario. (Grounds of his former home on Homestead Avenue, Paris).

PARIS PLAINS CHURCH 1845 - Marks an early church of unusual cobblestone construction. (Three miles north of Paris and east of Highway No. 24A).

BATTLE OF MALCOM'S MILLS 1814 - Marks the site of a clash on November 6, 1814 between a force of Canadian militia and an invading American army led by Brigadier-General Duncan McArthur. (Community Park, Oakland).

FREDERICK HOUSE 1785 - Marks the site of an early Hudson's Bay Post founded by Philip Turnor, a prominent figure in the history of that company. (Near Barber's Bay on Highway No. 67 east of Timmins).

ST. THOMAS CHURCH 1824 - Commemorates one of the earliest churches in the Talbot Settlement. Constructed on land donated by Captain Daniel Rapelje, the founder of the community. (Grounds of St. Thomas Anglican Church, St. Thomas).

CAPTAIN DANIEL RAPELJE 1774-1828 - Commemorates the founder of St. Thomas. (City Hall, St. Thomas).

CAPTURE OF THE ANNE 1838 - Commemorates the grounding and capture of the rebel schooner "Anne" which had been bombarding the Canadian shore in the vicinity of Amherstburg. Her crew was taken prisoner by Canadian militia. (At Elliott's Point on Highway No. 18 just south of Amherstburg).

COLONEL MATTHEW ELLIOTT 1739-1814 - Commemorates one of the prominent Loyalists who settled in what is now Essex County after the American Revolution. Much of his career was spent in the Indian Department where he played an important role in the difficult negotiations with the Indian tribes of that period. (On site of his former home at Elliott's Point south of Amherstburg).

FIGHTING ISLAND 1838 - Commemorates a skirmish which took place on February 25, 1838 between a force of rebel sympathizers led by "General" Donald McLeod and a detachment of British and Canadian troops. The "Patriots" had crossed from the American side of the Detroit River and occupied Fighting Island. (Youth Centre Park, La Salle).

CHRIST CHURCH 1819 - Marks one of the province's oldest Anglican Churches which originally served the British garrison at Fort Malden as well as the local settlers. (Grounds of Christ Church, Amherstburg).

REV. CHARLES W. GORDON 1860-1937 - Commemorates one of Canada's most successful novelists who wrote under the pen name of Ralph Connor. (Grounds of Presbyterian Church, St. Elmo).

THE GARAFRAXA ROAD - Commemorates the pioneer "colonization road" which opened up Grey County. (Off Highway No. 6 north of Durham at crossing of Rocky Saugeen River).

THOMAS WILLIAM HOLMES, V.C. 1898-1950 - Honours a valiant soldier who was awarded the Victoria Cross during the First World War. (Queen's Park, Owen Sound).

WILLIAM AVERY BISHOP, V.C. 1894-1956 - Honours Canada's leading fighter pilot of the First World War who was awarded the Victoria Cross and many other decorations for his gallantry. (Queen's Park, Owen Sound).

"TOMMY BURNS" 1881-1955 - Commemorates Noah Brusso, the first Canadian to hold the heavyweight boxing championship of the world. (At southern approach to Town of Hanover).

CAPTAIN JOHN WALDEN MEYERS 1745-1821 - Commemorates the Loyalist veteran of the Revolutionary War who founded Belleville. (Victoria Park, Belleville).

INTERNATIONAL BOUNDARY - Gives history of the delineation of the international boundary between Canada and the United States. (Grounds of Canadian Oil Company between Sarnia and Corunna beside Highway No. 40).

DANIEL FOWLER 1810-1894 - Honours a prominent early Canadian painter. (Grounds of his former residence near Emerald, Amherst Island).

BATH ACADEMY 1811 - Commemorates one of the province's earliest and most successful publicly owned schools (Grounds of public school, Bath).

THE HAWLEY HOUSE - Marks one of the oldest remaining houses in the province erected by Jephtha Hawley, U.E.L. in the 1780's. (Grounds of Hawley House, Bath).

LOYALIST LANDING PLACE 1784 - Marks the site where the first United Empire Loyalists who settled in Adolphustown Township landed on June 16, 1784. (United Empire Loyalist Memorial Park, Adolphustown).

JOEL STONE 1749-1833 - Commemorates the Loyalist who founded Gananoque. (In front of the Town Hall, Gananoque).

RAID ON GANANOQUE 1812 - Describes the raid on Gananoque made by a force of United States regulars and militia commanded by Captain Benjamin Forsyth on September 21, 1812. (Grounds of Gananoque Power Company, Gananoque).

SIR ROGER HALE SHEAFFE 1763-1851 - Honours the soldier who, following the death of Isaac Brock, took over the command of the British and Canadian forces and won the Battle of Queenston Heights on October 13, 1812. (Beside Brock Monument, Queenston Heights).

ST. ANDREW'S ANGLICAN CHURCH - Marks one of the province's most attractive early nineteenth century churches and tells the story of its congregation dating back to the founding of Grimsby. (Grounds of St. Andrew's Church, Grimsby).

COLONEL ROBERT NELLES 1761-1842 - Commemorates a Loyalist who was one of Grimsby's first settlers, and who became one of Lincoln County's outstanding soldiers and legislators. This plaque also marks "The Manor", completed in 1798, one of the province's few remaining eighteenth century buildings. (Grounds of "The Manor", Grimsby).

HUDSON'S BAY POST 1856 - Tells the story of the Hudson's Bay Company's unsuccessful attempt to establish a post on Manitoulin Island. (Grounds of R.H. Ripley House, Little Current).

THE TOLPUDDLE MARTYRS - Tells the story of the persecution of a group of nineteenth century agricultural labourers who attempted to establish a union in England. They were transported to Australia and after their return, several settled in Upper Canada. (Siloam Cemetery, 5th Concession Road, London Township).

VICTORIA BOAT DISASTER 1881 - Commemorates the tragic sinking of an excursion steamer on the Thames near London with heavy loss of life. (Riverside Park, London).

JEAN NICOLET - Honours one of the earliest explorers of the French Regime in Canada. For at least eight years commencing in 1620, he lived with the native tribes in the Lake Nipissing area. He is generally credited with the discovery of Lake Michigan in 1634. (Lee Park, North Bay).

LIEUTENANT - COLONEL SAMUEL RYERSE 1752-1812 - Commemorates the Loyalist who founded Port Ryerse. (Anglican Memorial Church, Port Ryerse).

DISTRICT CAPITAL 1815-1825 - Commemorates the period during which Vittoria was the administrative and judicial headquarters of the old London District. (Grounds of Christ Church, Vittoria).

LOSS OF THE SPEEDY - Commemorates the tragic sinking of the schooner "Speedy" which foundered off Presqu'Île Point, Lake Ontario in October, 1804. On board were some of Upper Canada's leading citizens on their way to attend a murder trial at the "capital" of the Newcastle District which was then situated at Presqu'Île Point. (Grounds of Museum in Presqu'Île Provincial Park).

CAPTAIN ANDREW DREW, R.N. 1792-1878 - Commemorates the doughty naval officer who helped to found Woodstock, and who during the Rebellion of 1837-38 led

the raiders who destroyed the American steamer "Caroline" which had been supplying William Lyon Mackenzie's forces on Navy Island in the Niagara River. (Grounds of his former residence on Rathbourne Street, Woodstock).

ST. JOHN'S CHURCH 1834 - Commemorates Peterborough County's oldest church built 1834-36, whose congregation was formed in 1826 shortly after the founding of the community. (Grounds of St. John's Anglican Church, Peterborough).

THE WHITE CHAPEL 1809 - Also known as the "Old" or "Conger" Chapel. This is Prince Edward County's oldest religious edifice and has been maintained continuously as a place of worship for a longer period than any other church of Methodist origin in the province. Its interior arrangement and furnishings have been preserved much as they were in the early nineteenth century. (Highway No. 41, three miles north of Picton).

THE OPEONGO ROAD - Commemorates one of the province's most important "colonization roads" which was instrumental in opening up Renfrew County. (Opeongo Trail Street, Town of Renfrew).

CHIEF WILLIAM YELLOWHEAD - Commemorates the famous Mississauga chief who fought on the British side during the War of 1812. With members of his tribe he settled on the site of Orillia in 1830, but the pressure of white settlement in the area resulted in their transfer to Rama in 1838-39. (Couchiching Beach Park, Orillia).

CAPTAIN SAMUEL ANDERSON 1736-1836 - Commemorates a Loyalist veteran of the Seven Years War and the American Revolution who was one of the first settlers on the site of Cornwall. (Grounds of Glen - Stor - Dun Lodge, Cornwall).

DISCOVERY OF THE SUDBURY BASIN - Commemorates Tom Flanagan's discovery of copper-nickel sulphides on the C.P.R. right of way in 1883 which inaugurated the development of the rich mineral deposits of the Sudbury Basin. (Highway No. 544 near Murray Mine).

"GREY OWL" 1888-1938 - Commemorates the famous author and conservationist, Archibald Belaney. (Finlayson Point Provincial Camping Grounds, Timagami).

SIMON JAMES DAWSON 1820-1902 - Commemorates the well-known surveyor and legislator who did much to open up the region between the Canadian Lakehead and what is now the Province of Manitoba. (Hillcrest Park, Port Arthur).

WILLIAM MCGILLIVRAY 1764-1825 - Commemorates one of the principal directors of the colourful Northwest fur trading company. Fort William was named in his honour in 1807. (Vickers Park, Fort William).

MACKENZIE'S CROSSING PLACE - Marks the site where William Lyon Mackenzie fled across the Niagara River to safety in the United States after his defeat at Montgomery's Tavern in December 1837. (Corner of the Niagara Parks Blvd. and Thompson Road near Fort Erie).

CO-OPERATIVE UNION OF CANADA - Commemorates the founding of this national association which took place in Hamilton in March, 1909. (Gore Park, Hamilton).

THE LA GUAYRA SETTLERS - Tells the story of a group of Scottish emigrants, who after an unsuccessful attempt to settle in South America were placed on the Canada Company's Huron Tract through the efforts of John Galt. (Royal City Park, Guelph).

FOUNDERS OF GALT - Commemorates the Honourable William Dickson and Absalom Shade who founded Galt. (High Park, Galt).

JOHN LANGTON 1808-1894 - Commemorates one of the Otonabee Region's pioneer settlers. His published correspondence furnishes an invaluable record of the early life of the district. He later became auditor general of Canada and vice-chancellor of the University of Toronto. (Horticultural Society Gardens, Fenelon Falls).

COLONEL JAMES WALLIS 1806-1893 - Commemorates the principal founder of Fenelon Falls and marks his former residence, Maryboro Lodge. (Grounds of Maryboro Lodge, Fenelon Falls).

EILDON HALL - Marks one of the Lake Simcoe Region's oldest remaining buildings and commemorates the Sibbald family who played a prominent role in the early life of the district. (Sibbald's Point Provincial Park).

ST. LAWRENCE HALL 1850 - Marks one of Toronto's oldest remaining public buildings where for many years the great public events of the period were held. (King Street East, Toronto).

Department of Public Records and Archives

As of April 1, 1959, this Department was transferred from the Minister of Education to the Minister of Travel and Publicity.

MANUSCRIPT DIVISION

Government Records

Early in the year, in co-operation with certain staff members of the Department of Lands and Forests, a large number of timber records were examined in the Crown Lands vault. Of these, approximately 65 volumes were transferred to the Archives. These volumes, which deal mainly with lumbering operations in the Ottawa and Belleville agencies between 1845 and 1900, consist of letter books, licence registers, records of timber and ground rent dues, cash and day-books and scrap-books containing memoranda, printed circulars, posters, regulations, and other official directives. This material has been listed and incorporated with somewhat similar records received in previous years, but the whole has yet to be catalogued.

From the Surveys Office of the Department of Lands and Forests eight reels of microfilm comprising Books 1 to 41 of surveyors' letters, and covering the years 1784 to 1855, were received. These are letters from surveyors to the Surveyor-General and others. Each reel has its own index. From the same office microfilm copies of Books 1 to 43 of Instructions to Surveyors were also received. These cover the years from 1783 to 1958. Each book has both chronological and alphabetical indexes.

Considerable time is being spent in checking and rearranging a mass of miscellaneous Education Department Papers called "Documentary History Papers". These are original letters, memoranda, circulars, and other data used by Dr. J. G. Hodgins, one-time historiographer of the Department of Education, in the preparation of his twenty-eight volume Documentary History of Education in Upper Canada. Many of these documents have been restored to the regular series of incoming and outgoing correspondence, and notes have been made on all important documents for future cataloguing.

Records of certain other Departments and Boards were examined.

A quantity of municipal records of the Eastern District (Stormont, Dundas, and Glengarry Counties), consisting of a series of Road Reports, Road Petitions, School Petitions, Committee Reports, and other miscellaneous papers pertaining to roads, schools, and finances, were obtained from the County Assessor's Office for the United Counties of Stormont, Dundas, and Glengarry. These records, covering the period 1814-1850, are a part of the records of the Court of General Quarter Sessions of the Peace and later of the Municipal Council. They form a valuable record of the proceedings and work of those bodies and it is to be regretted that no more of these were found in the Cornwall Court House. These papers were obtained on the understanding that the Archives would place them on microfilm and return the originals to the County authorities. The records have been arranged in proper order and have been placed on film.

Forty-one years (1867-1908) of manuscript and printed pamphlet Sessional Papers and allied materials have now been received from the Clerk of the House. These Sessional Papers are a very important supplementary source to the bound volumes of Sessional Papers, since a considerable number were not printed in the bound volumes. Nearly all of the unprinted Sessional Papers can be found in manuscript or printed pamphlet (printed for distribution to members only) form in this collection. In addition to the Sessional Papers proper, numerous railway papers, connected with various Sessional Papers, are also present. A third major division of the Legislative Assembly material is the Petitions and Petition Wrappers for the years 1867-1908. This collection of government documents has, for the most part, been categorized, boxed, and placed on shelves ready for use. In addition, a great number of maps and survey sketches, contained particularly in the railway papers, form a part of this collection. For their better preservation most of these maps have been removed from their original covers and placed in the Map Room.

Municipal, Legal, and Land Records

The project by the Salt Lake City Genealogical Society of microfilming municipal and other local records in Ontario (to about 1890) has been continued and positive microfilm copies have been deposited in the Archives. This material falls roughly into three categories: (1) Municipal records, including minutes of council, accounts, by-laws, collectors' and assessors' rolls. (2) Land and property records, including deeds, mortgages, wills, copied from various legal offices in Ontario. (3) Church records, including minutes, marriage, birth and death registers, and brief histories of various Presbyterian churches in Western Ontario.

During the year some 1700 reels were received, bringing the total number in this series to approximately 4200. These have been carefully arranged by counties, and to date about 2500 have been catalogued. The material so far received deals with the area west of and including Ontario County.

Non-Government Records

Some interesting additions to our manuscript holdings have been made during the past year. They include papers relating to the German family, early settlers in the Bay of Quinte district, presented by Mr. J.C.M. German, Q.C., of Cobourg; papers (chiefly scrap-books) of Frank Yeigh (1861-1935), a civil servant in the Crown Lands Department who was also prominent as a writer and lecturer, presented by his widow; and a small group of papers of Samuel Bickerton Harman, a Toronto barrister, and his son, Samuel Bruce Harman, a captain in the Queen's Own Rifles of Canada, who served in the Red River Expedition of 1870. These last were presented by Mrs. H.M. Harman. (Copies of some of the Harman papers had been in the Archives since 1939.) Also presented by Mrs. Harman was a scrap-book containing material of a varied character, including clippings and pictures connected with a famous Toronto regiment, the Queen's Own Rifles of Canada. In 1870 Captain S.B. Harman was probably the first member of the expeditionary force to enter Louis Riel's room, and he there secured a number of papers and other mementoes that have been preserved in this scrap-book.

One of the most interesting single items received was a letter written by F.L. Bridgman, a resident of Government House, Toronto, during the rebellion of 1837, describing the events of that time. This letter was obtained for the Archives through the good offices of Mr. John Bradshaw, Q.C., of Peterborough.

Added this year to our extensive holdings on William Lyon Mackenzie are two documents, one a copy of a letter dated 27 July 1835 from Mackenzie to Thomas Spring Rice, Chancellor of the Exchequer, criticizing Spring Rice's administration of the Colonial Office (July-November 1834), presented by Dr. W. Kilbourn, of the Department of History, McMaster University; the other, an agreement dated 30 June 1855 between Oliver Mowat, William Lyon Mackenzie, and William Lyon Mackenzie, Junior, stating the terms under which W. L. Mackenzie, Junior, was to serve as a clerk to Mowat and be instructed in the knowledge and practice of the law.

Other acquisitions include the diary of an officer in the British Army during the Napoleonic Wars (an account of the burning of Washington during the War of 1812 is included), given to the Archives by Miss Betty Smith, Brighton; the autobiography and diary of Daniel Fowler, R.C.A., (1810-94), a well known artist, presented by Mr. Thomas R. Lee, Baie d'Urfe, Quebec, and Mrs. Leslie Smith, Thornhill, Ontario; and the autobiography of Swan Swanson, who came to Canada in 1897 and worked as a railway contractor in British Columbia and Northern Ontario, presented by his son, Mr. S.O. Swanson, Port Arthur.

We have continued our policy of acquiring microfilm copies of papers relating to the history of Ontario of which we are unable to obtain the originals. Our most important acquisition in this field during 1959 consisted of 86 reels of the important C.O. 42 series, purchased from the Public Archives of Canada, and comprising the despatches from the Governors of Upper Canada to the Colonial Office, 1791-1841. (The contents

of these reels are now being collated with the calendar of the Q. Series, published by the Public Archives of Canada, which contains similar, but not identical, material.) Other new microfilm holdings include papers relating to the family of Robert Gourlay (1778-1843), land agent and reformer in Upper Canada, the originals of which were lent by Mrs. C. Milani, Willowdale; lists of claims in Hastings County following the rebellion of 1837 (originals in possession of the Clerk of Hastings County, Belleville); papers concerning James Dickson (1834-1926), an Ontario land surveyor, and a history of Fenelon Falls and district (originals of both lent by Miss Bessie Nie, Fenelon Falls); and papers relating to the Fifth Regiment, Lincoln Militia (originals lent by Mr. H. James, St. Catharines). We have also made microfilm copies of some of our own holdings, notably the Strachan papers, in order better to ensure their preservation.

Inventories of the Percy J. Robinson papers and the T.C. Patteson papers, and a calendar of the German family papers have been prepared during 1959. The papers of the law firm of Small and Gowan, 1824-45, have been organized and a brief description of them written. The organization of the Wallace family papers (Hon. N. Clarke Wallace, M.P. for West York, 1878-1901, and his son, Captain T.G. Wallace, M.P. for West York, 1908-21) is nearing completion.

Early in 1959 the University of Toronto Library transferred to the Archives twelve additional large volumes of W. L. Mackenzie papers which had not been included in the original transfer in 1952. Most of the contents have now been examined and distributed to the appropriate sections of the papers. Index cards have been made for those which belong to the manuscript section.

Some of these newly acquired papers are of considerable interest. Included in the manuscripts are some pertaining to persons identified with, or prominent at the time of, the rebellion of 1837, such as Joseph Hume, Dr. Charles Duncombe, Robert Baldwin, Isaac Buchanan, and Dr. John Rolph. Among the printed material are several copies of the North American, a newspaper published in Swanton, Vermont, by Canadians and Americans who supported the patriot (rebel) cause in Lower Canada. So far as is known, no other copies of the paper exist in Canada, and some in this collection are unique. Also of interest are clippings from the Haldimand Tribune, published at Cayuga in 1860, the existence of which is not noted elsewhere. Copies of Mackenzie's Volunteer have also been found among these papers.

THE READING ROOM

The number of persons using the facilities of the reading room during 1959 was 1670, an increase of 113 over the previous year. In 1953, when we first began to keep attendance records, our attendance was 833. Thus in the seven years the attendance has increased 100 per cent. We are particularly pleased that we now have many students from the University, graduate and undergraduate, using our facilities.

As our supply of microfilms increases the demand for microfilm readers becomes more insistent. Two additional microfilm readers have now been installed; these are sufficient to allow four students to use our microfilms at the same time.

THE LIBRARY

Among the published works secured for the library during the past year are five early Toronto directories. The earliest, the York directory, street guide, and register, 1833-4 is believed to be one of two copies in existence. We now have a good collection of Toronto directories for the period 1830-1900.

Recently the Archives borrowed to place on microfilm the Minutes of the Niagara District Municipal Council, 1847-49, the Minutes of the Victoria District Municipal Council, 1842-49, and the Minutes of the Hastings County Council, 1850-1860. The

Archives also obtained a copy of the published by-laws of the Colborne District Municipal Council, 1842-49, and Minutes of the Peterborough County Council for 1850, supplementing our large collection of Municipal Records.

The books, pamphlets and government documents, including microfilm copies received during the year, have been catalogued.

NEWSPAPERS

The newspaper collection has been considerably augmented, in the microfilm section, by the completion or near-completion of several projects. The *Farmers' Sun*, covering a period of approximately forty years, 1892-1930 (the years 1899-1909 are missing, however), the *Orillia Packet and Times*, 1867-1948, and the *Sentinel and Orange and Protestant Advocate*, 1875-1897, are now ready for the use of students. Several other smaller newspaper microfilming projects have also been completed, as, for example, all of the available Archives copies of the *Upper Canada Herald*, 1819-1840.

The title *Orillia Packet and Times* covers several allied newspapers: the *Orillia Expositor*, the *Northern Light*, the *Lindsay Expositor*, the *Orillia Packet*, the *Orillia Times*, and the *Orillia Packet and Times*. The years 1925-1927 are missing; otherwise the files are practically complete. In all there are 85 reels of microfilm. The originals are the property of the *Packet and Times*, *Orillia*, through whose co-operation we have been enabled to reproduce them.

According to the newspaper "Union List" there are no copies available of the *Sentinel*, the newspaper of the Orange Order, with the exception of a certain number in the Ontario Archives. It was found, however, that a fairly complete file was available in the office of the publishers, and with the co-operation of the present editor, Mr. W. J. Armstrong, these are being placed on microfilm.

MAPS

General conditions of storage have been improved by the transfer to the new Map Room on the second floor of the Archives Building of all maps formerly kept in the basement. The maps are now more readily accessible, resulting in a quicker and more efficient service to the public.

Interest has been added to the Map Room by having on display two particularly valuable maps. The first of these is the David Thompson original map of Western Canada, drawn by the explorer from surveys made between the years 1792 and 1812. The second is a map of Lake Ontario from Niagara to Kingston, drawn by Kotte and Peachey and bearing the date 1781. Both these maps are mounted on the wall under plastic surfaces.

The most notable acquisition during the year was a rare atlas of Toronto published about 1858. This atlas by W. S. and H. C. Boulton consists of thirty maps each showing a particular area of the city in great detail. To supplement the well known Goad Atlas of Toronto, 1884, already in the Archives, a second edition, 1890, corrected to 1893, was purchased. Another important item added to the collection during the year was a map of Collingwood Harbour and its approaches by William Gibbard (1858). This map shows the marine soundings as well as a portion of the town proper.

In May seven microfilm reels of town and township plans arranged alphabetically were received from the Surveys Office, Department of Lands and Forests. From petitions contained in records received from the Clerk of the Legislative Assembly, a number of interesting maps dealing mostly with railways were extracted, catalogued, and filed with the regular map collection.

PICTURES

During 1959 the Archives received a total of 2450 pictures, with negative for 780. Of these accessions 1315 were original pictures (if photos they were taken from the original negatives), and the other 1135 were copy prints.

Mr. E. C. Guillet visited a number of localities in Southern Ontario and collected 834 pictures with negatives for 425. The remainder of the year's accessions, 1616 pictures and 355 negatives, came directly from private individuals, other departments of the government, and by routine photo-copy work within our own Department. The collection now numbers about 13,950 pictures.

Cataloguing a picture collection for historical and research use is of necessity a painstaking task requiring careful cross-referencing to avoid the loss of significant details by too general an entry. Some 4500 items have been catalogued thus far. Some of these items are albums including in some cases over a hundred pictures each. Besides private individuals the following institutions have provided new additions to our holdings: the Ontario Legislative Library; the Public Library, Fenelon Falls; the Public Archives of Canada; the Minnesota Historical Society; the Huronia Museum; the Wellington County Historical Museum; and the Pembroke Historical Museum.

INFORMATION

Chiefly from persons living in Canadian provinces or in the United States a very large number of requests, many on the subject of genealogy, are received each year. These are answered to the best of our ability.

PUBLICITY

A number of documents and other material were placed on display at the Canadian National Exhibition, and attracted favourable comment.

In *Ontario History*, the quarterly magazine of the Ontario Historical Society, there appeared during the year copies of documents in the Archives and articles based largely on information obtained here. In several other important historical publications acknowledgement was made for assistance received from the Ontario Archives.

SCHOOL EXHIBITS

As has been the custom in previous years copies of documents illustrating certain aspects of the Canadian History course were sent to as many secondary schools in the Province as possible.

G. W. SPRAGGE,
Archivist of Ontario.

Report of the Theatres Branch

The report of the Motion Picture Censorship and Theatre Inspection Branch will cover a period of nine months due to the Branch's transfer in December 1958 from the Treasury Department, which operates on a year terminating March 31.

The branch functions under the Theatres Act which conveys to it authority to approve, prohibit or regulate the exhibition of any film in Ontario, to similarly deal with advertising matter in connection with any film, or the exhibition thereof and to control all licensed theatres, including the operators of motion picture equipment, who are licensed after examination as to their fitness to pursue their duties. Penalties may be imposed on summary conviction for contravention of provisions of the Act, its regulations and orders of the Board.

During the period under review, the Board of Censors examined 360 feature films. The country of origin and disposition follows:

FEATURE FILMS: ORIGIN AND DISPOSITION

	Approved	Treated	Classified	Classified and Treated	Rejected	Total
Canada				1		1
China-Peking	2					2
Czecho-Slovakia	1					1
Eire	1					1
France		1		5		6
Germany-West	13		1	2		16
Great Britain	30	6	7	6		49
Greece	16					16
Hungary	6					6
Israel	1					1
Italy	68	2				70
Japan	8		1			9
Macedonia	4					4
Mexico					1	1
Poland	1					1
United States	116	7	30	15		168
U.S.S.R.	7					7
Yugo-Slavia	1					1
	275	16	39	29	1	360

France - One decision pending.

In addition, the Board viewed 333 trailers, 140 comedies, and 80 news reels, four of which were in the Greek, German and Italian tongues. It also dealt with 119 feature films in 16 mm width, meant for exhibition in town halls and community centres, of which 14 were in the Greek, Hungarian, Italian, Polish and Russian languages. Of this type of entertainment 98 were produced in the United States and 7 in Great Britain.

DECLINE IN FILMS FROM UNITED STATES

In the preceding 12 month period, the Board of Censors viewed 567 feature films of which 300 had been made in the United States. The sharp decline, to be observed in the present report, is attributed directly to the limits placed on their activities by producers in the United States. The decline was accompanied by complaints from distributors and exhibitors, who have relied upon entertainment from this source, of a shortage of desirable films, compelling them to exhibit dated productions.

Disposition of film subjects involved the removal of offensive dialogue and realism; classification as to its suitability from the point of view of an adult who is deemed to be a person over 14 years of age. Seven films were classified as "restricted" to which admission was confined to persons 18 years of age or over. The Board regards the "restricted" classification as imperative in view of the tendency of the producer of films to present that which is meant for a definitely mature mentality.

FILMS FROM GREAT BRITAIN, EUROPE AND ASIA

While referring to the comparatively limited activities of the producer in the United States and their consequences, the Branch must note there has been a slight reduction in number of feature length films submitted to it from producers in Great Britain, Europe and Asia.

The ethnic growth of the Province and tastes of newcomers is revealed by the fact that there are 11 theatres in Toronto that rely largely or entirely on foreign language entertainment. Theatres with similar policies are located in Hamilton, Sudbury and Windsor.

ADVERTISING

The Board of Censors scrutinized 15,770 pieces of advertising, ranging from the 24 sheet billboard to the herald distributed by hand. Advertising dealt with was designed for use by newspapers, on billboards and theatre fronts. It rejected 328 pieces and approved of 84 after treatment. There appeared to be evidence as the year ended of a milder approach on the part of the film industry in the United States in the preparation of its promotional material.

MORTALITY AMONG THEATRES

The number of annual licenses issued by the Branch, in effect on December 31, was Theatres - 477 (including 92 drive-ins); Projectionists - 957; Apprentices - 59, and 93 16 mm licenses to itinerant operators.

The mortality among theatres, located in urban centres and towns, first evident four years ago, continued with no indication of arrest, 28 cancelling their licenses. It is significant that those conditions which have been felt by one segment of the motion picture industry have not been so apparent to the operators of drive-in theatres. This type of theatre came into existence just prior to the last decade and has firmly established itself as an important part of the motion picture industry.

With satisfaction, the Branch draws attention to the fact that during the history of the Department no patron of a theatre in Ontario has lost his or her life from fire or the resultant panic. In spite of changing conditions, that might provide excuse for relaxation of regulations established in the interests of safety and health, inspectors carried

out their responsibilities as they did in the past. They made 1835 visits and on the strength of their reports 2 theatres were closed temporarily and one prosecution successfully instituted for infractions of the Act. Seven fires were reported, all of a minor nature with the exception of one.

35MM FILM PRODUCTION - "WONDERS OF ONTARIO"

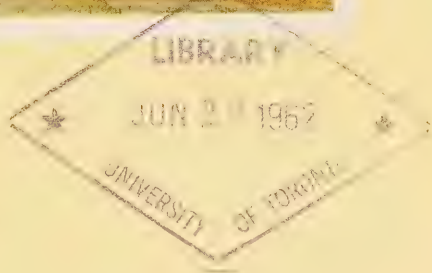
During the period under review the Department of Travel and Publicity reached an agreement with a major film company to produce and distribute a wide screen coloured film.

The film will be known as "WONDERS OF ONTARIO", with original music and lyrics, and it will be exhibited for a period of five years in the United States to theatre audiences totalling a hundred million persons, and it will also be shown in Latin America, Canada, Europe, Africa, Asia and Australia, increasing the prospective audiences to three hundred million people. After theatrical distribution Wonders of Ontario will be shown on national and international television networks.

The members of the Board and staff wish to express their appreciation to all officials of the different Departments of Government for the support and co-operation which has at all times been of great value in the administration of our work.

O. J. SILVERTHORNE,
Director,
Theatres Branch.

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Report of the
DEPARTMENT OF TRAVEL & PUBLICITY
Province of Ontario
FOR THE YEAR 1960

BY THE HON. BRYAN L. CATHCART, MINISTER

Ontario Travel and Publicity Department

Printed by order of

THE LEGISLATIVE ASSEMBLY OF ONTARIO

Sessional Paper No. 38, 1961

TORONTO

Printed and published by authority of Frank Fogg,
Printer to the Queen's Most Excellent Majesty
1961

Printed in Canada

FRONT COVER — Monument to the famed Canada Goose at Wawa, that gave Wawa its Indian name, unveiled September 17, 1960, by the Honorable Bryan L. Cathcart, Minister of Travel and Publicity, at the same time as the official opening of the last link of the Ontario section of the Trans-Canada Highway, Sault Ste. Marie to the Lakehead cities of Port Arthur and Fort William. The Lake Superior section of the Trans-Canada Highway is part of the Lake Superior Circle Route.



THE HONOURABLE BRYAN L. CATHCART.
Minister of Travel and Publicity

TO:

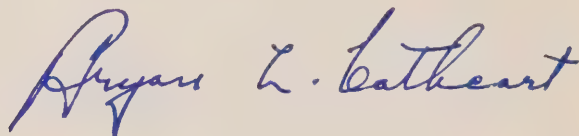
THE HONOURABLE J. KEILLER MACKAY, D.S.O., V.D., LL.D.,
Lieutenant-Governor of the Province of Ontario, in Council

MAY IT PLEASE YOUR HONOUR:

The undersigned has the honour to transmit herewith the Fifteenth Annual Report of the Department of Travel and Publicity and the report of the Department of Public Records and Archives, for the calendar year, 1960.

I have the honour to be, Sir,

Your obedient servant,

A handwritten signature in blue ink, reading "Bryan L. Cathcart". The signature is written in a cursive style with a large initial 'B'.

Minister of Travel and Publicity.

Toronto, Ontario,
January 30, 1961.

Report of the Deputy Minister

TO: The Honourable Bryan L. Cathcart,
Minister of Travel and Publicity.

Sir:

I have the honour to present the Fifteenth Annual Report of the Branches of the Department, with the exception of the Theatres Branch, covering the calendar year 1960.

Ontario's primary foreign tourist market has always been the United States of America and for many years our main competition came from neighbouring countries which, in varying degrees, publicized their attractions of climate, history and events.

With the coming of faster and cheaper means of transportation and with a greater number of people enjoying longer periods of vacations with pay, the competition has now become world wide, particularly since the introduction of jet aircraft, low family fares, all expense tours and "go now — pay later" plans. The countries of Europe, the Caribbean, South America and many States in the U.S.A. are now spending large sums of money to attract the interest of this market since the tourist industry is, for many, the major source of revenue.

The Department of Travel and Publicity is meeting this challenge in many ways. A constant study is being made of methods of attracting the United States visitor, the results obtained through our various advertising media and the means by which Ontario may be presented more attractively.

At the same time the tempo of our "Know Ontario Better" campaign has been maintained within Canada. Its purpose is to encourage Ontarians and the people from other parts of Canada to travel within the Province in greater numbers and for longer periods of time.

These programmes and methods have proved quite successful. The total number of enquiries based upon coupon returns from advertising showed a 33% increase in 1960 which is the largest in our history.

A continuing effort is being made to extend the length of the tourist season and our advertising now covers most months of the year commencing with our new winter sports programme in December and ending with the fall color and hunting in September and October.

A number of additional promotional methods are used to present the best possible image of Ontario as a vacation area. Attractive and descriptive brochures are distributed in large quantities and a close liaison is maintained with newspaper and magazine travel writers who are given assistance and encouragement in producing articles and pictures.

A most important undertaking in this latter field is the Annual United States Editors' Goodwill Tour of Ontario which this year was the most extensive yet undertaken. The representatives of 30 State Press Associations travelled from Fort Frances near our western boundary to Ottawa on our eastern boundary. This most rewarding project did much to further the knowledge of the Province's industrial development, history, culture and tourist attractions.

Four new 16 mm. films in colour, with narrative and music, were produced during the current year. Of these, "Skier's Choice", has been in distribution since early in the year and bookings are heavy throughout Canada and the U.S.A. The other films, soon to be released, cover the Huronia-Lower Georgian Bay area, the Muskoka District and autumn colour in Haliburton and Muskoka.



PARTICIPANTS IN 17th U. S. EDITORS' GOODWILL TOUR OF ONTARIO. PHOTOGRAPHED AT FORT FRANCES, JUNE 1960

Front Row — Left to Right: Porter Young, Arkansas; John W. Holden, Colorado; Duncan Fraser, Connecticut; Wm. R. Brooks, Illinois. C. H. Craig, Indiana; Thomas B. Powell, Iowa; George Classen, Kansas; Basil Caummissar, Kentucky;
 Second Row — Wm. G. Kerbin, Jr., Maryland; K. Berkeley Smith, Michigan; Arch G. Pease, Minnesota; Wm. A. Bray, Missouri; Tyler Edgecombe, Nebraska; M. Harold Kelly, New Jersey; James E. Roche, New York; Henry L. Weather's, N. Carolina; Henry P. Sullivan, N. Dakota;
 Third Row — Glen Gebb, Ohio; Lou S. Allard, Oklahoma; Ben P. Davies, Jr., South Carolina; Charles A. Mitchell, South Dakota; A. Lacy Price, Tennessee; J. C. Smyth, Texas; Kermit W. Salyer, Virginia; Stewart Stephens, West Virginia; John J. Shinnars, Wisconsin

The servicing of the tourist upon arrival at our borders and the providing of amenities and attractions for his enjoyment while within the Province is essential to the success of our promotional programmes and the continuing healthy state of the tourist industry.

In 1960 construction was started on an inland Ontario Government Tourist Reception Centre which will be known as the "Lakeland" and will provide services to all areas of Ontario. The programme, which was commenced in 1959 with the construction of the centre on Highway No. 2 near Lancaster and close to the Quebec Boundary, of establishing centres along our borders where none now exist or of relocating those which, due to new international bridge and highway construction, no longer provide an adequate service, is being continued.

The increase of interest in the Province's historical heritage brought about by the programme of commemorating persons, places, events, and structures of historical significance by means of plaques was even more noticeable in 1960. 51 plaques were erected this year bringing the total to 228. Visitors, individual citizens and communities are showing an ever increasing desire to know more of our history and to initiate and support efforts at preservation, restoration and commemoration. There have been a number of new municipal and local museums opened and all museums report a large number of visitors.

The programme of conducting surveys to measure the impact of tourist spending on a community and to determine the travel characteristics of visitors to an area was continued with three being completed in 1960. These surveys do much to emphasize the importance of tourism to our economy. To cite one example, non-resident spending accounted for 70.3% of total sales in retail stores during the week of the survey carried out in Bobcaygeon.

New construction continued in a gratifying way throughout the year with some very fine establishments coming into operation. Existing establishments are continuing to renovate and add new units and it is felt that this will receive additional impetus from the new Federal legislation which will make it possible for tourist operators to obtain long term loans at reasonable rates of interest.

The tourist industry in Ontario is in a generally healthy state and it can justifiably be said that a good product is being attractively packaged and well publicized at all levels.

The reports of the Branch Directors of the Department are attached and, in conclusion, I wish to commend to you the efficiency, energy and loyalty of the staff who, through their combined efforts, have contributed so substantially to the continuing success of this Department in the furtherance of its various undertakings.

GUY E. MOORE,
Deputy Minister.

Report of the Division of Publicity

Publicizing of the Province of Ontario as a vacationland particularly pointed to United States vacationers continued as the major operation of the Division of Publicity during 1960.

Based upon coupon returns from advertising, radio and other programmes, the year established a new record high in volume of direct mail inquiries both from the United States and within Ontario and Canada. Total number of this class of inquiries was 252,547 compared with 197,302 in 1959, a 33% increase, largest percentage yearly increase on record.

In part the increase was due to an increased budget indicating that when more dollars are spent providing more and larger advertising space the coupon inquiries reflect that expansion, and with the continued larger advertising programmes of all type of carriers, particularly the airline, the competition for the travel dollars increases. Advertising in color by various jurisdictions and the carriers creates an appeal that is difficult to counter or compete with by way of smaller space and black and white advertising. New means or methods of attracting the United States vacationer in particular are constantly studied. Media used is also studied based upon results attained, and in seeking new fields in which to find an increased volume of vacationers. It seems apparent from increased inquiries from within Ontario and the other Provinces of Canada that Ontario is enjoying a larger measure of vacationing by our own people and by those from other parts of Canada. This in part has in some instances balanced any drop in U.S. vacationers' volume.

Weather conditions in the first part of the season were not particularly favorable, thus increasing the peak season in late July and August. Efforts to extend the season have been made by commencing advertising on early features such as blossom week in mid-May; tulip festival in May. An increased "winter sports" programme by means of newspaper advertising and radio was conducted in late December, January and February, answering the increasing numbers of those taking part in all phases of winter sports and the increasing number of resorts remaining open during the winter months. In fact, the advertising schedules, with minor exceptions, cover practically the twelve months of the year, commencing with winter sports in late December, January and February; start of the U.S. magazine advertising in February, and running to June; introduction of early spring programmes based on blossom week, tulips, etc., in mid-May; the Ontario and Canadian advertising programmes taking up in March and running until June, in magazines, newspapers, and on radio; the early fall advertising in September and October for fall color displays and hunting, and the winter sports programmes.

Following is a compilation of Travel, General and Promotion materials prepared and published during 1960.

TRAVEL

Brochure "A Royal Welcome Awaits You in Ontario"	400,000
Angling	250,000
Camp Sites & Roadside Parks	150,000
Appendix to Cruising	20,000
Golf Guide	25,000
Outstanding Attractions	200,000
Postcards	100,000
Things to See and Do	350,000
Travel Tips	400,000
33 Vacation Areas	400,000
Travel News	60,000
Cruising Ontario Waters	25,000
Vacation No. 1	100,000
Vacation No. 2	50,000
TOTAL	2,530,000

GENERAL

Ontario Government Services	1,365,000
Annual Report	2,000
Directory and Guide	8,000
Today in Ontario	75,000
Amateur Radio Operators'	
Postcards	200,000
Parliament Buildings Folder	100,000
Heartland	100,000
TOTAL	1,850,000

WHERE TO STAY IN ONTARIO

Where to Stay - 33 Areas	200,000
Where to Stay - bound books	300
TOTAL	200,300

PROMOTION ITEMS

Coasters	300,000
Match Books	200,000
TOTAL	500,000

The complete total of foregoing items for distribution is :

Travel Publications	2,530,000
General	1,850,000
Where to Stay	200,000
Promotion Items	500,000
TOTAL	5,080,000

ADVERTISING IN THE UNITED STATES**MAGAZINES**

As in previous years, advertising was placed in the majority with large circulation magazines. These included general interest, outdoor, womens', teachers' magazines with advertisements appearing in the February, March, April, May issues and September, October for the fall hunting. Illustrations were new and timely, the initial ones suggesting the opening of the fishing season, followed by family vacations, and ending with the hunting season. Twenty-five of the most popular magazines were used, and these proved to be more productive of inquiries than in any previous year.

NEWSPAPERS

Repeating a successful format, advertisements of 75 lines - with some of 300 lines on specified dates - were inserted in U.S. newspapers during late March, throughout April and in early May. Eight advertisements were placed with the majority of the newspapers, others receiving four or ten according to results achieved during earlier years. There were five diversified illustrations in the 75 lines, and three in the 300 lines. The larger size was used in the newspapers where ten advertisements were placed. A slight variation in the selection of newspapers was made in an effort to improve results, and that this was successful was shown by the larger number of inquiries they elicited. Eighty-five newspapers were used during 1960, being by State and numbers:— California 3, Colorado 1, Delaware 1, District of Columbia 3, Florida 5, Georgia 1, Illinois 5, Indiana 3, Iowa 1, Kansas 1, Kentucky 1, Maryland 1, Massachusetts 4, Michigan 4, Minnesota 3, Missouri 3, Nebraska 1, New Jersey 2, New York 12, Ohio 11, Oklahoma 2, Pennsylvania 6, Tennessee 1, Texas 4, Utah 1, Virginia 1, Washington 1, Wisconsin 3.

RADIO

Radio was used for a period of five to six weeks from mid-April to late May in a total of eight States. These were: Michigan 11 stations, Ohio 13, Indiana 7, New York 14, Pennsylvania 12, Minnesota 2, Wisconsin 4, and Illinois 2. In addition Florida received a programme of three weeks duration emanating from two stations and totaling 33 occasions. Altogether, the messages broadcast over the above mentioned States under this programme totalled 1,224.

FEATURETTES

A series of four pictures was placed with a United States mail distribution service which was successful in having them reproduced in nearly two hundred weekly newspapers printed in the smaller centres not reached by our own advertising. These do not carry coupons or key numbers to assess their inquiry value, but this medium is considered very favourable in drawing attention to the advantages of a vacation in Ontario. Captions appearing with the pictures designate the locale, and describe the points of interest to the visitor in those sections of the province.

ADVERTISING IN CANADA

NATIONAL MAGAZINES

Advertising was again placed with English and French magazines and rotogravures circulating throughout Canada. Sizes varied based on response in preceding years, and the dates of appearance varied slightly. Twenty-eight of the most popular and larger circulation periodicals were used, the magazines receiving black and white advertisements, with four rotogravures allotted 4-colour displays. Coupon response showed an increase.

ONTARIO NEWSPAPERS

A combined total of 312 daily and weekly newspapers received black and white advertisements this year. The 42 daily papers received four advertisements of 495 lines each, the dates of appearance being April 18, May 2, 16, and 30. The weekly newspapers, numbering 270, received three advertisements of 270 lines each appearing the last week of April and at intervals of two weeks. Results were in keeping with other media employed.

ONTARIO RADIO

Radio was divided between broadcasts for "Blossom Week", "Know Ontario Better", the "Colour Cavalcade" and the "Grape Festival".

Blossom Week broadcasts were made May 18, 19, over 18 stations. Churches welcomed the visitors to their services, and flowering orchards displayed their beauty in an impressive sight.

Travel advertising appealing to our own people was carried over 68 stations during the month of June. The message was aimed at aiding Ontario residents to be more familiar with their own province.

The Colour Cavalcade was publicized, pointing to the turning of the leaves in the resort areas. A thrilling galaxy of colours was viewed by increasing numbers. Fetes and fairs accompany this natural show. Thirty broadcasting stations in Canada, and three in Buffalo, New York, were given spots on September 24 programmes.

The Grape Festival. Thirty-three stations received messages for broadcasting news of this annual festival in the Niagara Peninsula. This event is always well attended and includes choosing and crowning a "Grape King" and "Queen". Date of the broadcast: September 29.

It was agreed by the areas concerned that these programmes were effective and aided in publicizing their projects and areas.

ONTARIO BILLBOARDS

Billboards covering 37 well situated centres carried a vacation message during the months of June and July, and were successful in drawing attention of our own people to the theme—"Know Ontario Better".

WINTER SPORTS PROGRAMME

An innovation this year was the Winter Sports Programme designed to attract ski enthusiasts, skaters, and all interested in winter sports. Of an international nature, it combined the services of radio and newspapers in the United States and Canada.

Newspapers in five states received five advertisements of 700 lines each, appearing in December 1959, January and February. The states in which they appeared were Michigan, Minnesota, New York, Ohio and Wisconsin.

Radio in the United States was used at the same time, each station receiving 12 messages. The five states from which broadcasts were made were New York, Michigan, Ohio, Wisconsin and Minnesota.

Coinciding with the programmes in the United States, newspapers and radio in Ontario carried "winter sports" programmes.

Two advertisements of 300 lines each were allotted to thirteen newspapers during January and February: ten radio stations used seven messages each in the same months.

DETAILS OF TRAVEL BROCHURES

Lure Book

400,000 printed. A 42-page booklet illustrated throughout in four colours. It is completely given over to pictures and their captions, small symbol maps, and short messages of welcome from the Honourable Leslie M. Frost, Q.C., Prime Minister of Ontario, and the Hon. Bryan L. Cathcart, Minister of the Department of Travel and Publicity. The front cover picture was of the Royal Yacht "Britannia" sailing on Georgian Bay. Also on the front international naval code flags spell out "Welcome". This is a good graphic illustration of the title of the book, "A ROYAL WELCOME AWAITS YOU IN ONTARIO". The back cover features an air view of one of the popular resort hotels. The reader is invited to write to this Department for more detailed information.

Angling	250,000 folders containing in complete detail the summary of the fishing regulations and dates of the open seasons, and suggestions as to types of fish to be caught in each of the 33 areas. A photograph of a fine catch of five large muskies centres the folder.
Campsites and Roadside Parks	150,000. A popular book meeting increased popularity of camping. It gives locations of campsites and parks with relation to highways and rivers or lakes. All conveniences are given in detail.
Appendix To Cruising Ontario Waters	20,000 revised copies. Nine pages of extremely detailed information on dockside facilities, services and supplies. This is distributed with the booklet "Cruising Ontario Waters".
Ontario Fairways	25,000 copies. The smallest folder issued by this department, containing information on men's and women's tournaments and a list of golf clubs and country clubs.
Outstanding Attractions	200,000. A special list of every known sports meet, exhibitions and fairs, water sports, music and arts. Six pages closely packed with information and dates.
Picture Postcards	100,000. Brilliantly coloured postcards showing five widely different scenes. For the use of tourists for mailing or to retain as souvenirs of their visit.
Things To See and Do	350,000. Giving information on events and sights to see. This carries more detail than "Outstanding Attractions", pointing up interesting places to visit as well as coming events. It is well illustrated with attractive pictures.
Travel Tips	400,000. A pocket size, 23-page booklet, not illustrated, containing answers to all known and reasonably foreseen questions that the tourist may ask, 41 subjects being dealt with. Usually distributed with the "Lure Book".
33 Vacation Areas	400,000. A fully coloured folder describing briefly the attractions of each district by numbers. Centre pages feature coloured map showing the numbered areas, points of entry from the United States and other provinces, and locations of Reception Centres. Illustrated with 15 pictures from different areas.
Travel News	Having a circulation of 55,500. Nine pages of items from all parts of the province, some of which are news "scoops". Six pages of forthcoming events and several pictures are included in this bulletin. Mailed free of charge to newspaper editors and publicity agents through the continent.
Vacation In Ontario	100,000 of Tour No. 1. A reprint of this popular picture book tour in comic book format. The storied tour appeals to the young tourists and the coloured pictures show many interesting scenes visited by two youngsters during their visits to Ontario.

GENERAL PUBLICATIONS

Ontario Government Services	This tabloid-size paper retains its popularity and annually increases its circulation. It continues to inform the reader of the services performed by the various departments of the Government, and illustrated with applicable photographs. Coming events for the month, such as conventions and fairs, compiled and included in its information. During 1960, thirteen editions were printed and mailed to all parts of the world. This paper is distributed free, and is sent on request. Distribution is 105,000 copies per issue.
Annual Report	2,000 books. Reports gathered from seven branches comprising the Department of Travel and Publicity, co-ordinated and sent to print by this division.
Directory and Guide	8,000 books of nearly 300 pages. Complete description of the services provided by the Ontario Government by Department, information on the Executive Council, the Legislature, Department Officials, Commissions, and Department Publications. This book is for free distribution.
Today In Ontario	75,000 reprint. A booklet of twenty-eight pages containing highlights from the working of all departments, bringing the inquirer up-to-date on all phases of improvements. Of general interest to all, and in use in schools on request. Distributed free to visitors and sightseers to the Parliament Buildings.
Amateur Radio Operators' Post Cards	A new feature, and one appreciated by Ontario Licensed Amateur Radio Operators, was the issuance on request of a series of picture post cards. The scenes depicted were of various facets of Ontario life, with blank space on the cards for the operator's own use. Many "hams" expressed their thanks and satisfaction for this recognition. It is considered an excellent indirect means of advertising, as these cards are mailed to all parts of the world. Pictures are in full colour.
Parliament Buildings Folder	100,000 folders. Designed chiefly for distribution to the visitors at the Parliament Buildings. Introducing in picture, His Honour Lieutenant Governor and Mrs. Mackay, the Speaker of the Legislature, and the Sergeant-at-Arms. The folder carries many pictures on the inside along with some general data on the Province.

PROMOTION ITEMS

Coasters	300,000 aluminum coasters embossed with a beaver design, presented as souvenirs to visitors. A very popular item with everyone. More requests are received for these than can possibly be filled.
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Match Books

200,000. As in the case of the coasters, very popular and useful, the requests for these always exceeding the supply. Gold-coloured with imprints of the Ontario coat of arms and the provincial flower, the inner cover carries a key number to be used by persons interested in further information.

EDITORIAL PUBLICITY KITS

A selection of outstanding photographs, accompanied by stories written by a member of the Division's editorial staff was mailed to travel editors of some 90 daily newspapers in the United States and 50 dailies in Canada where advertising was placed. This resulted in extra supporting travel promotion as many papers used both pictures and excerpts from the articles. The publicity kit was followed with copies of all travel literature.

PERSONAL SERVICES

A staff member has been available to attend outstanding events and association meetings. The annual U.S. Editors' Tour originating with the photography branch was one of these occasions, and daily stories of the tour were mailed to the editors' newspapers. Speaking engagements have also been filled.

ETHNIC NEWSPAPER ADVERTISING

An advertisement each month was placed in a group of some 42 ethnic Ontario newspapers, pointing to a specific government department and its services. The programme is designed to acquaint the various ethnic groups with such government services in their own languages.

ADVERTISING BY OTHER DEPARTMENTS

By a ruling of the Provincial Auditor, some advertising accounts from other departments are approved by the Director before payments are made.

G.W. HOGARTH,
Director, Division of Publicity.

Report of the Development Branch

The Development Branch is particularly charged with the administration and enforcement of the provisions of The Tourist Establishments Act and Regulations made thereunder and with "encouraging and promoting improvement in the standards of accommodation, facilities and services offered to tourists" (Travel and Publicity Act). In the simplest form, the objects are to effect improvement and development of travel amenities in Ontario in order that vacations spent here will be more interesting and enjoyable.

ORGANIZATION

In addition to the head office located at 67 College Street, Toronto, three regional and thirteen district offices are maintained at strategic centres in Ontario for the purpose of administering the responsibilities of the Branch more efficiently and effectively and to place the services offered within easy reach of the consumers: tourist operators, local and regional tourist associations, chambers of commerce and others interested in and benefitting from the tourist industry. In working very closely with tourist organizations, assistance in the form of advice, suggestions and counsel is provided. This service has proven itself to be greatly appreciated by the recipients.

STAFF COURSES

To keep pace with changing trends in the industry and to further the knowledge of staff members on subjects related to their responsibilities, personnel were enrolled in the following educational courses:

- Chamber of Commerce Secretarial Course
- Tourist and Resort Institute (Michigan State University)
- Department of Highways Property Appraisal Course
- Motel, Resort, Hotel Management Seminar, (Michigan State University)

LICENCES TO OPERATE AND PERMITS TO ESTABLISH

Under provisions of The Tourist Establishments Act, all licences for tourist establishments are issued by the Development Branch. Also, before any tourist establishment is erected or converted, a permit to erect or establish by this Branch is necessary.

A total of 7,050 licences were issued in 1960. Of this number 1,711 were issued to tourist outfitters' establishments, which are sportsmen's camps situated in that part of the Province lying northerly and westerly from the Canadian National Railway line extending from Parry Sound to Pembroke and including the "hinterland area" up to the 54 deg. parallel of latitude.

A total of 237 Permits to Erect or Establish were granted. These consisted of 97 issued for motels, 71 for cottage resorts, 36 for camping establishments and 33 to all other types of establishments.

STATISTICS

A comprehensive breakdown by districts of the accommodation under the jurisdiction of this Branch is shown in Appendix A at the end of this report. All other statistics are dealt with under sub-headings in order to give some indication of the various duties performed by the staff.

INSPECTIONS AND ENFORCEMENT

A total of 10,296 visits of all types were made. Of these, 5,380 were inspections of tourist establishments and 1,578 were inspections of tourist outfitters' camps. 944 tourist establishments and 165 tourist outfitters' camps were visited more than once. 2,229 visits were made with prospective operators, municipal, public health, law enforcement and various other officials and individuals.

During the course of inspection, it was found that immediate improvements, some of a minor nature, were required at 935 establishments in order to ensure that conformity to the minimum requirements under The Tourist Establishments Act was effected. In these cases, the operators were advised verbally at the time of inspection and later the requirements were confirmed by letter. Upon recheck of the above mentioned places, it was found that 716 conformed with the requirements within a specified time and that 219 were given until the commencement of the 1961 season to complete major improvements. 83 operators either failed or refused to attempt the required improvements and these cases were referred to head office and dealt with by the Chief Inspector.

NEW CONSTRUCTION

Activity and interest in new construction were somewhat less in 1960. However, the projects undertaken were large and of high quality. One motor hotel contained 125 rooms and was a five-storey structure with two elevators. Cottage construction continued at a steady rate with many good quality units being added to existing establishments.

The field staff of the Branch perform a minimum of three visits to each place under construction before the building is completed. These visits are made to ensure that conformity to Regulations made under The Tourist Establishments Act is effected, as well as to offer suggestions and advice for improvement generally.

The attitude of operators and builders in seeking all possible technical advice is indicative of their sincere desire to provide the type of accommodation demanded by the travelling and vacationing public.

PUBLICATIONS

During 1960, the Development Branch prepared and printed two semi-technical booklets on the planning, construction and facilities of tourist establishments. These are entitled, "Motels in Ontario", a 48 page booklet and "Lodge and Cottage Resorts in Ontario", a 78 page booklet. It is gratifying to report that these have been warmly received by the industry and welcomed as a basis for technical information, since there are no such publications produced elsewhere in Canada.

During the fiscal year 1960-61, the Branch also prepared and printed smaller informative booklets, which will be available to tourist operators principally during the fiscal year 1961-62. These are listed below:

Recreational Facilities in Tourist Establishments

Food Service for Tourist Establishments

Wells and Water Supply

Foundations and Masonry

Woodframe Construction

Soundproofing

Windows and Ventilation

The Development Branch has continued to prepare for printing and general distribution to tourists, a 626 page informative book in 33 sections, entitled, "Where to Stay in Ontario" and a 91 page publication entitled, "Campsites and Roadside Parks in Ontario". Material for a new publication entitled, "Winter Sports in Ontario", a 15 page booklet, was prepared for printing and distribution to winter sports enthusiasts. These publications are printed and distributed by other Branches of the Department.

Trade Publications

Canadian trade publications dealing with many phases of tourism and especially accommodation and food preparation and service, contain quality material covering many important matters relating to tourism. The editors of these publications are to be commended for their interest and support of the industry.

SURVEYS

Three community surveys, designed to measure the impact of tourist spending upon the economy of the respective communities and to determine the travel characteristics of visitors to those localities, were conducted at Bobcaygeon, Eganville and Kenora. Also, two other surveys were conducted to obtain information from people who enquired for and received general tourist information about the Province and to obtain the opinions of Ontario's tourist guests about its vacation potentialities.

Results of surveys undertaken during 1960 will be available for public consumption early in the new fiscal year.

ABBREVIATED REPORT ON THE BOBCAYGEON SURVEY July 18 - 24, 1960

The principal objectives of the survey were:

1. To measure the impact of tourist spending on the economy of Bobcaygeon.
2. To determine the travel characteristics of tourists visiting Bobcaygeon.

To enable this to be done effectively a business index ratio was established. During the survey week more than 2,696 personal interviews were conducted within the shopping district of Bobcaygeon; and traffic counters were installed at all entrances to record the inflow of traffic.

The traffic count obtained during the survey week was compared with an earlier off-season count taken during the week of May 30 - June 15, 1960.

The impact of tourist spending upon the economy of a village or town is of prime importance to civic officials and tourist promoters. Survey findings reveal where visitors came from, how long they stayed, how much they spent, the effect of non-resident spending on the community in terms of dollars and cents and other items of equal importance. Civic officials and tourist promoters would be better equipped, factually, to plan more effective promotional programmes.

A sufficient number of surveys in a tourist region will provide a clear picture of the travel characteristics of visitors to the region and this information will ultimately provide a better understanding of the many complex factors affecting Ontario's tourist industry.

Visitors to Bobcaygeon came from far afield. The table below, derived from a tabulation of the questionnaires completed during the survey, shows a great majority of guests originated in Ontario. Of the visitors interviewed, one out of every four was from the United States, while 74.0% were from Ontario.

ORIGIN OF BOBCAYGEON VISITORS

Ontario Residents	Potential	Number	Percent of all Visitors
Toronto District Residents	1,750,000	1,419	52.7 %
Niagara District (including Hamilton)	341,519	179	6.2 %
Western Ontario	566,123	130	4.8 %
Oshawa District	85,000	243	9.1 %
Eastern Ontario	460,000	26	1.0 %
Northern Ontario	256,871	4	.2 %
Total Ontario	3,459,593	2,001	74.0 %
U. S. Visitors	Not given here	661	24.6 %
Other Provinces		26	1.0 %
Other Countries		8	.4 %
TOTAL		2,696	100.0 %

Bobcaygeon attracts most of its United States visitors from the States of Ohio, New York and Pennsylvania, with Ohio providing more than any other State. A further breakdown to show the home city of the visitors provides an indication as to where tourist advertisements might be most effectively placed.

BREAKDOWN OF UNITED STATES VISITORS BY STATE AND CITY, THE TOTAL OF WHICH IS 661

Total Visitors from the State of Ohio	367 or 55.2 % of all United States Visitors
Origin Cleveland	76 or 21.0 %
Dayton & Akron	24 or 6.6 %
Youngstown	19 or 5.2 %
Canton	12 or 3.3 %
From other centres in Ohio State	232
Total Visitors from the State of New York	151 or 22.9 % of all United States Visitors
Origin Buffalo	50 or 33.2 %
Rochester	15 or 9.9 %
Niagara	5 or 3.4 %
New York	3 or 1.9 %
From other centres in New York State	78

Total Visitors from the State of Pennsylvania	86 or 13.2% of all United States Visitors
Origin Pittsburgh	13 or 14.9%
Philadelphia	4 or 4.6%
From other centres in Pennsylvania State	70
Total Visitors from other States	57 or 8.7% of all United States Visitors

The majority of Bobcaygeon visitors tend to stay for lengthy vacationing periods. Six out of every 10 persons spent more than 10 days. More than 19.8% stayed longer than one month. It would appear the latter group were summer cottage owners who maintained temporary summer residence in the Kawarthas.

LENGTH OF STAY FOR THOSE STAYING OVERNIGHT

Origin of Visitor	Total	Under 7 Days	7 - 10 Days	11 - 16 Days	16 - 30 Days	Over 30 Days
Toronto	861	143	125	262	117	214
Ontario	345	71	101	84	19	70
Other Canadian	15	4	4	2	1	4
United States	439	51	191	132	26	39
Other Countries	5	1			1	3
TOTALS	1,665	270	421	480	164	330
PERCENT		16.2%	25.3%	28.8%	9.9%	19.8%

During the survey week trained interviewers were stationed outside business establishments to ask pre-determined questions of store customers. Among those questions asked was the amount of purchase. By tabulating the information on the questionnaires, utilizing the business index ratio and applying the percentage of non-resident sales to the total sales of the community by the various types of stores, it was possible to arrive at an estimate of the impact of visitor spending on the Town of Bobcaygeon during the selected period. The following table shows the estimate of visitor spending during the week of July 18 - 24, 1960.

PERCENTAGE OF NON-RESIDENT SPENDING COMPARED TO TOTAL SALES BY TYPE OF STORE DURING SURVEY WEEK

Grocery Stores	76.4
Gas Stations	61.3
Drug Stores	76.8
Meat Markets	69.0
Clothing	60.0
Restaurant	73.7
Hardware	91.1
5 - \$1.00	67.7
Cake Shop	77.4
Miscellaneous	73.3

Confidential information relative to total sales was supplied by the merchants of Bobcaygeon in order that a business index ratio might be established. Accordingly, it is quite impossible to include certain information in this report. Suffice it to state, therefore, that non-resident spending accounted for 70.3% of total sales in retail stores during the survey week. The approximate total sales over an eight week peak tourist season is estimated to be \$478,582.16. Of this amount, \$336,443.28 is attributed to visitor spending. It might be pointed out that professional businesses such as legal, medical, dental, etcetera, as well as industrial firms, were not sampled. Therefore, revenue from these is not included in the above figures.

The amount of visitor spending during this eight week period is estimated to be equal to the payroll of an industry employing 95 persons over a twelve month period. Currently, the largest of Bobcaygeon's industries employs less than 25 persons.

Viewing this in another manner, the amount of visitor spending equals \$258.00 for every man, woman and child who permanently reside in Bobcaygeon.

While the amounts of total expenditures quoted can only be regarded as considered estimates, nevertheless, tourism must be regarded as forming the largest and most important part of the economy of Bobcaygeon.

TRAFFIC COUNT ON ALL ENTRANCES TO BOBCAYGEON

To measure the flow of all traffic into Bobcaygeon, two separate traffic counts were taken., (one during the survey week and an "off-season" count taken at the end of May). By comparing the results of the two counts, it was possible to arrive at an estimation of the inflow of visitors into the Bobcaygeon district during the summer season.

The following table indicates the traffic count results:

	Survey Week July 18 - 24	Off-Season Count May 30 - June 5
Monday	2,560	1,382
Tuesday	2,367	2,309
Wednesday	2,228	1,584
Thursday	4,739	1,046
Friday	2,920	2,151
Saturday	3,100	1,496
TOTALS	17,914	9,968
AVERAGE DAILY FLOW	2,985	1,661
% INCREASE DURING SURVEY WEEK		79.7%

GENERAL REMARKS

The figure of 70.3% , which purports to be the percentage of spending done by out-of-town visitors, immediately reveals the importance of the tourist to the economy of Bobcaygeon. While it would appear at first glance that merchants are the sole beneficiary, this is far from factual. A healthy economy is of benefit to everyone in the community and it would appear that tourism plays the major role in maintaining Bobcaygeon's economic health.

During the tourist season, it is estimated that 61,568 additional cars entered Bobcaygeon. Therefore, on the accepted basis of 3.5 persons per car, it can be ap-



THE MATERIAL FOR THE ABOVE PUBLICATIONS WAS PREPARED FOR PRINTING AND DISTRIBUTION IN 1960 BY THE DEVELOPMENT BRANCH.

proximated that almost 250,000 people, motivated by tourism, entered Bobcaygeon during the tourist season. This represents a challenge to all businessmen and especially restaurateurs to appeal to the visitor to stop. One egg sandwich and one cup of coffee sold to each car, would mean an additional \$25,000 in tourist revenue.

Survey findings indicate that 58.9% of visitors came to Bobcaygeon to fish. Since the great majority of Ontario's guests tour and sightsee primarily, there is an obvious challenge to Bobcaygeon and the Kawarthas generally, to develop the rich storehouses of historic archaeological and natural sites in order to take advantage of this available market.

The Chamber of Commerce, by closely perusing the "Origin of Visitors to Bobcaygeon", can determine the areas where best value for its advertising dollar will be obtained. Experts maintain that the best results are obtained, especially in the tourist industry, by advertising in an area which is known to send a large number of guests to the district, rather than to advertise in a centre which sends relatively few guests, in the hope of increasing the number.

It appears, therefore, that advertising programmes, conducted in major centres in Southern Ontario and Cleveland, Dayton and Akron, Buffalo and Rochester and Pittsburgh, would be most effective.

If the findings of the Bobcaygeon Survey are given close scrutiny sufficient to obtain the information which is provided, a direct guide to action will be evidenced. This will prove of invaluable assistance to any group in planning a future tourist programme.

Finally, the impact of tourism upon the economy of Bobcaygeon, indicates that individuals and citizen groups of Bobcaygeon would be well advised to increase the effectiveness of their local tourist promotional campaigns and support the general promotional activity of the Kawartha Lakes Tourist Association.

COMPLAINTS

The Development Branch acknowledges and processes all complaints received by the Department and those which come under Departmental authority are fully investigated. A total of 122 formal complaints and 11 trivial complaints were received and processed in this office, which represents an increase over the number received in 1959.

Many of the complaints concerned matters outside the jurisdiction of this Department and these cases were referred to the authorities concerned. Most complaints fell into the following categories:

- misrepresentation
- cancellation of reservations
- overcharging
- refusal of refund
- poor accommodation
- sanitary conditions
- discrimination
- misleading advertising
- camping facilities
- clash of personalities
- miscellaneous

Of the above mentioned, 107 complaints came directly under the jurisdiction of this Department and of these all but 15 have been resolved. All such complaints are acknowledged and an explanation provided for the complainant. Where indicated, an investigation is conducted and, if necessary, remedial action follows.

There are a number of reports each year of personal belongings having been left behind at a motel, hotel, lodge room, or lost entirely. When reports of this nature are received, our field staff, wherever possible, investigated immediately and in most cases the articles in question are recovered and forwarded to the complainant. Letters of gratitude are usually received in these instances. Also, letters containing favourable comments and praise as well as constructive criticism are received in increasing numbers. These subjects of favourable comment are about our superior highways, provincial parks, points of historic interest, good accommodation, scenery and many other items, all of which contribute to make Ontario a pleasant place in which to spend a holiday.

ASSOCIATIONS

The Branch continued to cooperate with associations which are active in promoting Ontario's tourist industry.

To systematically effect development and promotion of the industry, the Branch provided encouragement and assistance in the formation of regional tourist organizations. The formation of these groups is essential since, at the present time, with notable exceptions, the structure of the promotional activities of the Province and those of the individual operators is such that a great void exists between the major concerns and objectives of each. The advertising and promotional campaigns of the Provincial Government cannot be directed towards the promotion of particular areas. Rather, its concern is focused on the Province as a whole. The individual operator, on the other hand, is restricted in his promotional activity by limitations imposed by a relatively small budget and market. Alone, he is usually unable effectively to attract visitors to his particular tourist region.

In the interests of better organization and more effective promotional activity, it seems essential that organizations be formed to facilitate promotion of tourist regions. The notable exceptions mentioned previously include the Muskoka Tourist Association, the Kawartha Lakes Tourist Association, the Kenora District Camp Owners' Association and a relatively few others which are providing a remarkably valuable service to the industry.

The functions of a regional tourist organization would be to :

1. provide a forum for an exchange of views and an organized voice for tourism within the region.
2. provide leadership in developing local features and attractions.
3. promote the region.
4. undertake research projects relative to the region.
5. acting as a liaison with larger bodies and government.

The Branch subscribes to the principle that regional tourist organizations can play a most worthwhile function in the total impact of tourist promotion. It is a development which should receive the assistance and encouragement and support of individuals and citizen groups in the respective communities.

STATE OF TRADE

During 1960, climatic and economic conditions appeared to affect tourist spending in Ontario. While it is estimated the volume of traffic would equal that of 1959, the travellers, according to established trends, continued to shop for best value. Others took advantage of the numerous camping parks.

Residents of Canada continue to appear on Ontario's highways in greater numbers annually, thereby partially offsetting any decrease in revenue from foreign travel to Ontario. A slight decrease in revenue is estimated for 1960. However, this decrease, while unhealthy, is not appreciable.

Since the impact of tourist spending has a significant beneficial effect upon the economy of Ontario generally, the factors which contribute to the maintenance and further development of tourism warrant the attention and serious consideration of individuals, citizen groups, associations, chartered banks as well as tourist groups which are at present actively engaged in attempting to attract a greater volume of vacationers.

J. R. McHATTIE,
Director, Development Branch.

CONSTRUCTION OF TOURIST ESTABLISHMENTS

Chart 1. This chart shows the breakdown by district of the 166 completely new establishments with a total of 2,380 units that were built in 1960.

	Motels #	Units	Cottages #	Units	Cabins #	Units	Lodges #	Units	Hotel & Inn #	Units	Trailers #	Units	Other #	Units
Orillia	2	18	2	10	1	2								
Peterborough	5	44	4	10									1	60
Huntsville	2	17	15	50	3	6	1	5			5	88		
Arnprior	13	221	7	21	1	2	1	4	4	160			1	8
Napanee	6	100	6	19									1	6
Kitchener	11	471	1	3							13	760		
London	3	25												
Owen Sound	4	46	4	11	1	4								
North Bay	7	78	1	2	1	1	1	6						
Parry Sound	3	14	4	10										
Kenora	2	16	8	20	1	3	4	10						
Fort William	3	20	1	2										
Sault Ste. Marie	1	11	5	10	1	3	2	3					3	
TOTALS	62	1081	58	168	9	21	9	28	4	160	18	848	6	74

Chart 2. This chart shows the breakdown by district of the additions that were built at 442 existing establishments with a total of 1,460 units.

	Motels #	Cottages #	Cabins #	Lodges #	Hotel & Inn #	T. Home #	Trailers #	Other #
Orillia	6	34	6	11	2	1	4	
Peterborough	7	26	49	67	2	1	1	
Huntsville	10	53	36	54	7	12	38	1
Arnprior	19	110	23	27	1	1	10	1
Napanee	2	14	23	27	2	13	9	14
Kitchener	13	112			3	7		
London	10	63	1	2				
Owen Sound	6	25	8	9	3	4		
North Bay	8	54	19	19	1	2	6	
Parry Sound	2	5	36	41	4	8		
Kenora	4	12	12	15			13	17
Sault Ste. Marie	5	16	13	13	1	2	6	7
Fort William	3	8	2	6	1	1	4	
TOTALS	95	532	228	291	26	54	101	20

Chart 3. This chart shows the breakdown by district of the reconstructions that were made at 77 existing establishments with a total of 176 units.

	Motels #	Units	Cottages #	Units	Cabins #	Units	Lodges #	Units	Hotel & Inn #	Units	Trailers #	Units	Other #	Units
Orillia	1	2			3	10	1	4						
Peterborough			8	9			5	19	1	4			2	9
Huntsville	2	2	8	12	2	5	4	8						
Arnprior			2	2										
Napanee	1	2	5	16	1	2	6	21						
Kitchener	1	2												
London	1	13												
Owen Sound														
North Bay			4	8			1	1						
Parry Sound			2	6										
Kenora			7	7	1	1	7	9						
Sault Ste. Marie					1	2								
TOTALS	6	21	36	60	8	20	24	62	1	4			2	9

Chart 4. District offices have administrative areas as follows:

- ORILLIA DISTRICT — Simcoe, part of York, part of Ontario, Dufferin.
- PETERBOROUGH DISTRICT — Durham, Northumberland, Peterborough, Victoria, part of Ontario.
- HUNTSVILLE DISTRICT — Haliburton and Muskoka.
- ARNPRIOR DISTRICT — Part of Renfrew, part of Hastings, Carleton, Dundas, Glengarry, Grenville, Lanark, Prescott, Russell, Stormont, Leeds.
- NAPANEE DISTRICT — Prince Edward, Frontenac, Lennox and Addington, part of Hastings.
- KITCHENER DISTRICT — Welland, Lincoln, Wellington, Waterloo, Wentworth, Halton, Peel, part of York.
- LONDON DISTRICT — Essex, Kent, Lambton, Elgin, Middlesex, Oxford, Norfolk, Brant, Haldimand.
- OWEN SOUND DISTRICT — Grey, Bruce, Huron, Perth.
- NORTH BAY DISTRICT — Part of Nipissing, Temiskaming, eastern part of Sudbury, eastern part of Cochrane.
- PARRY SOUND DISTRICT — Parry Sound, part of Nipissing, part of Renfrew.
- KENORA DISTRICT — Kenora, part of Rainy River.
- LAKEHEAD DISTRICT — Thunder Bay, southeastern part of Rainy River, western part of Cochrane.
- SAULT STE. MARIE DISTRICT — Algoma, Manitoulin, western part of Sudbury.

T.E.—TOURIST ESTABLISHMENT
T.O.—TOURIST OUTFITTER
EST.—No. OF ESTABLISHMENTS
R.U.—RENTAL UNITS OF ACCOMMODATION
AVAILABLE TO VACATIONISTS

APPENDIX A

TOURIST ACCOMMODATION IN ONTARIO BY INSPECTORAL ZONES AND TYPE OF ESTABLISHMENT

INSPECTORAL ZONES		MOTEL		COTTAGE		CABIN		LODGE		INN Establishment		TOURIST HOME		Trailer & Tent Establishment		DISTRICT TOTALS		YEAR ROUND OPERATIONS
		Est.	R.U.	Est.	R.U.	Est.	R.U.	Est.	R.U.	Est.	R.U.	Est.	R.U.	Est.	R.U.	Est.	R.U.	
Orillia	T.E.	72	911	311	2138	247	2289	84	2032	25	619	12	81	8	346	759	8416	69
Peterborough	T.E.	71	1057	453	3161	53	1052	118	993	23	392	9	144	19	873	746	7672	69
Huntsville	T.E.	43	437	347	2163	104	700	196	5096	22	460	7	55	10	431	729	9342	52
Arnprior	T.E.	140	2342	263	1305	80	652	63	869	19	459	25	223	9	257	599	6107	160
Napanee	T.E.	62	1020	304	1494	36	225	109	1199	10	114	7	80	3	36	531	4168	64
Kitchener	T.E.	305	5389	39	302	106	1344	3	40	15	506	49	597	17	2435	534	10613	264
London	T.E.	201	3003	156	1014	66	439	16	230	12	228	23	180	22	765	496	5859	205
Owen Sound	T.E.	50	646	236	1255	49	363	28	577	30	668	11	88	10	441	414	4038	76
North Bay	T.E.	76	931	26	178	26	150	1	19	4	140	—	—	1	7	134	1425	63
	T.O.	12	191	238	1570	10	59	117	1174	9	141	—	—	4	49	390	3184	23
Parry Sound	T.E.	28	249	70	412	21	126	40	418	3	43	—	—	1	20	163	1268	21
	T.O.	2	22	246	1483	4	29	118	1273	3	45	—	—	8	202	381	3054	2
Kenora	T.E.	26	247	14	124	14	61	1	10	1	27	—	—	2	21	58	490	26
	T.O.	11	107	236	1384	21	134	204	1793	1	13	—	—	—	—	473	3431	—
Fort William	T.E.	35	399	1	43	15	109	—	—	3	45	—	—	—	—	54	596	40
	T.O.	2	6	65	350	2	10	21	156	1	5	—	—	—	—	91	527	7
Sault Ste. Marie	T.E.	52	615	5	20	25	196	2	13	14	199	1	3	1	7	100	1053	75
	T.O.	6	76	185	1089	8	53	133	1160	4	60	—	—	2	18	338	2456	—
TOTAL		1194	17648	3195	19485	887	7991	1254	17052	199	4164	144	1451	117	5908	6990	73699	1216

Report of the Information Branch

In this exciting world of the 60's, travel is in everybody's plans — and no matter where people plan on going they must first get "Information".

The Information Branch's primary function is to help establish an ever closer link between the tourist and those engaged in providing tourist services. The distribution of Department and other organizational literature and the answering of enquiries, as well as the operation of sixteen Ontario Tourist Reception Centres, is the principal means of accomplishing this purpose.

The Information Branch not only distributed information to 351,738 individuals or families who enquired about Ontario — but also provided personal, on-the-spot information and assistance to almost 700,000 tourists who visited the Ontario Tourist Reception Centres in 1960.

Answering 351,738 enquiries — operating 16 Reception Centres — and distributing more than 6½ million pieces of Ontario literature however, is not all that the Information Branch does in the course of a calendar year. One of the little known activities of the Branch is the compiling of statistics which, for instance, tell us that, of the 351,738 enquiries received — their origin was as follows:

Received as a result of paid advertising	175,562
Received as a result of Travel and Sports Shows	45,343
Canadian Government and other Travel lists	53,848
Unkeyed mail — non-direct sources — conventions, etc.	61,413
Northern Great Lakes Area Council	12,792
Department of Highways — road maps	2,780
	<hr/>
	351,738

The staff represented Ontario at numerous Sports and Travel Shows, Exhibitions, Fairs, speaking engagements, panel discussions, conventions, tourist meetings and assisted in arrangements for various Travel and Outdoor writers to visit and write about Ontario.

Under separate headings which follow, the story of the activities of the Information Branch, for 1960 is:

Enquiries processed by Information Branch: 351,738 families received Departmental literature, as a result of mail and other enquiries. This represents an increase of 68,532 over the previous year. The grand total includes Direct Mail enquiries; enquiries from Travel Shows; Canadian Government Travel Bureau lists and indirect mail enquiries. In addition more than 25,000 telephone calls were handled in the 'mail answering' division of the Branch.

Individual direct mail requests for literature and information increased with 252,547 enquiries received during the calendar year 1960, as compared with 197,502 during the year 1959, an increase of 55,045.

Indirect mail enquiries received from sources other than as a result of Departmental advertising numbered 99,191, an increase of 13,287 over 1959.

The grand total of enquiries serviced shows an increase with 351,738 in 1960, as compared with 283,206 in 1959, an actual increase of 68,532. The average in 1960 was 6,264 enquiries per week. The peak month was May with 62,719 letters and coupons; April followed with 51,955, and March with 44,889.

Regional Lists: The service of providing an "Enquiry List" was maintained on a gratis basis to Chambers of Commerce, Boards of Trade and Tourist Organizations. In addition, the Lists were made available to individual operators for a nominal fee of \$7.50 per year. In 1960 the Information Branch prepared 214 lists containing 10,874 names of prospective vacationists. Comments regarding the usefulness of the Enquiry Lists received from active Chambers of Commerce, Tourist Organizations and individual operators clearly indicate strong approval that the service be continued.

In addition to the foregoing, close liaison was maintained with the Canadian Government Travel Bureau, railways, airlines and other transportation services, motor travel clubs, oil companies, travel services, magazine and newspaper travel bureaux, travel agents, Canadian Consulates and like offices handling specialized enquiries which came to their attention.

A permanent staff of 28 was employed at Head Office, 10 at the all year Reception Centres, with additional temporary staff employed during the spring and early summer when enquiries are at their peak. As in previous years, the staff was able to handle the situation because of an arrangement with a commercial addressing service which addressed more than 43,000 envelopes.

Special Public Relations Activities: Arrangements were made for: tour of the Flying Farmers Association; special guests from Nigeria; publicity promotion with the Cisco Kid; hunting expedition — for celebrity from England; co-operation with Detroit newspaper for canoe trip — following original route of LaSalle; tour of Ontario — winners of "Why I Would Like To Visit Ontario" contest. Receptionists and other forms of assistance were provided to numerous conventions throughout the Province, — eg. Variety Club, etc.

Uniformed receptionists assisted at several important events including conventions and other events such as Halle Bros. Show, Cleveland, Canadian Restaurant Show, Blossom Festival, St. Catharines, Y.M.C.A. convention, Toronto, Uranium and Atomic Energy conference, Toronto, Editors' Tour Banquet, etc.

In 1960 Information Branch attended Sports and Travel Shows and exhibitions, with an Information Centre staffed by Branch personnel. These included such places as Toronto, Chicago, Kansas City, Cincinnati, Cleveland, Grand Rapids (Mich.), North Bay, Springfield (Plowing Match), Canadian Restaurant Association, Canadian National Exhibition, and shows at Bracebridge, Ottawa and Fort William.

Public Speaking Engagements: In response to invitations Information Branch staff delivered speeches to Service Clubs, Home and School Associations, Chambers of Commerce and other Tourist Associations and interested groups, both in Canada and the United States. This phase of the Branch's activities proved to be an excellent opportunity in which to outline the Department's program, emphasizing the economic and cultural importance of the Tourist industry, and providing information in the 'question and answer' period, following the speeches.

Numerous enquiries were received from newspapers, radio and TV stations requesting information and statistics as to Tourist spending, volume of tourist traffic, number of foreign vehicles entering Ontario, Reception Centre figures, material and literature, all of which gave considerable publicity to the Department and the Province.

Telephone calls covered a wide range of subjects and included calls from organizations, associations, and interested groups requesting advice and assistance as to appropriate and suitable methods of tourist promotion and related matters.

RECEPTION CENTRES

Information Branch is responsible for the administration of Ontario's 16 Tourist Reception Centres. Fifteen Centres are strategically located at the major Provincial and International border points. A full time staff of uniformed Receptionists is maintained at the Parliament Buildings, where 28,902 persons were provided with information and tourist literature. Many of these visitors were also taken on a conducted tour of the Main Building. The number of visitors, for 1960, as shown above, represents an increase of 8,027 persons over the previous year. There were 22,817 students, 4,873 individual visitors, and 1,212 others. Some individual lodge folders, time tables, and other forms of literature were distributed to 13,470 persons, requesting various types of information. During the course of the year there were 2,249 telephone enquiries.

At all Centres a warm and courteous welcome, by the well-trained Reception Centre staff is extended to tourists from all Canadian Provinces and Territories as well as those who come from the United States and Overseas Countries.

Among the Services provided at the Centres are:

- (1) Official road maps and Ontario literature.
- (2) Maps of other states and provinces.
- (3) Clean rest rooms.
- (4) Angling and hunting licences (in most cases).
- (5) Railway, bus, airline and ferry schedules.
- (6) Telegraph facilities.
- (7) Local and long-distance telephone, where it is necessary to call ahead to obtain accommodation for a tourist. This is done at no expense to him. This service has proven to be a public relations feature, which has drawn a great deal of good-will for Ontario, at small cost.

At several Centres, free cups of tea were served to our guests and appreciation of this gesture of friendliness was expressed on many occasions.

Tourists were encouraged to let us know about the things that pleased or displeased them while travelling in Ontario. Comment cards were mailed to Head Office at the completion of their visit and all remarks and suggestions were studied in the interests of improving the services offered to the travelling public. The vast majority of Comment Cards received were highly complimentary of the existing facilities and services.

The Supervisors and Receptionists not only provided excellent service to tourists but did a great deal of public relations within their respective areas.

The Mobile Reception Centre was again temporarily located at the District Map on Highway 400, south of Barrie. 24,508 travellers were assisted with official publications and information about things to see and do, and places of accommodation in the tourist areas north, south, east and west of this strategic location.

Statistical Report: The Reception Centre statistics are contained in four parts as Appendices A, B, C, and D. This sampling of 680,276 tourists, who voluntarily availed themselves of the free services of the Reception Centres, can be advantageously used as a study for future advertising and publicity campaigns by Chambers of Commerce and tourist organizations in the Province.

Appendix "A" provides information on the number of visitors to each Reception Centre, the length of stay and their chief interests.

Appendix "B" indicates, in detail, the destination, by area, of the tourists who visited the individual Reception Centres. The accompanying map shows in detail the 33 Vacation Areas.

Appendices "C" and "D" indicate by state and province, respectively, the origin of the tourists. It is interesting to note, every state and province is represented in varying numbers of visitors to and within Ontario. The newly created States of Alaska and Hawaii, as well as the Northwest Territories of Canada, are represented in these appendices.

Visitors from nearly every country of the world visited the Reception Centres; the greatest single group of foreign or overseas tourists was from the British Isles.

Distribution of Departmental Literature: Over 5 million individual pieces of Departmental literature were distributed during the calendar year 1960. Quantities of literature were supplied, upon request, to Chambers of Commerce, Boards of Trade, Travel and Transportation agencies, Tourist organizations, conventions, motor clubs, and other groups, both in Canada and the United States. These sources provided excellent channels for distribution of Departmental publications, as evidenced by the many acknowledgements and letters received from tourists. The following is a list of Departmental publications, and quantities distributed:

Angling	252,485	Maps (Road)	1,147,342
Buttons	69,100	Matches	4,030
Campsites	149,800	Outstanding Att.	159,210
Coasters	337,175	Parliament Bldgs.	127,905
Comic No. 1	106,100	Post Cards	67,880
Comic No. 2	123,245	Posters	986
Cruising App.	18,005	Puzzles	56,023
Cruising Ont. Wat.	21,155	See and Do	399,230
Directories	5,233	Today In Ontario	54,525
Flying Facts	3,885	22 Tours	124,115
Golf Guide	26,190	Travel Tips	406,160
Heartland	43,375	33 Vacation Areas	453,030
Historic Ontario	35,939	Winter Sports	29,700
History folder	107,675	Where To Stay	144,215
Log Book	12,500	Seaway folder	5,120
Lure Book	450,227	Trillium Card	4,060
		TOTAL:	5,268,278

Distribution of non-Departmental Literature: Some 1,300,000 brochures, pamphlets and other types of publicity material, provided by individual tourist operators, tourist associations, Chambers of Commerce and other Government Departments were distributed through the Main Office and Reception Centres. Letters were sent to Resort, Camp, Motel and Hotel operators, Chambers of Commerce, and Tourist organizations,

inviting them to send in suitable quantities of their folders, which could be used in answering enquiries at this office, and our Reception Centres. This proved to be an excellent way in which to publicize Tourist establishments, and individual areas.

In previous years, the Dominion Bureau of Statistics recorded the number of motor vehicles entering Ontario, at International border points. As of October 1, 1959, the border crossing regulations were changed and, as a result, statistical information as to travellers visiting this Province, for 48 hours or more, is not available, as had been shown in previous Annual Reports.

In concluding this report, I particularly wish to emphasize that the staff of the Information Branch is to be commended for their diligent and willing application to their duties. Finally, the sincere appreciation of the staff to all the other Departments of the Government who have co-operated in such a helpful manner and who have made our activities so much easier than might have been the case.

F. A. VENN,
Director, Information Branch.

DIRECT MAIL ENQUIRIES BY STATES AND PROVINCES

	1960	1959		1960	1959
CANADA					
Alberta	1,806	1,572	Ontario	53,262	32,382
British Columbia	2,038	1,595	P.E.I.	125	77
Manitoba	1,933	1,420	Quebec	16,857	7,842
New Brunswick	1,582	1,019	Saskatchewan	1,207	960
Newfoundland	250	172	N.W.T.	24	27
Nova Scotia	1,310	925	Yukon	24	19
			Sub-Total:	80,418	48,010
UNITED STATES					
Alaska	54	34	Montana	314	246
Alabama	661	592	Nebraska	1,191	1,072
Arizona	315	265	Nevada	71	64
Arkansas	301	243	New Hampshire	937	820
California	10,178	8,579	New Jersey	7,843	6,719
Colorado	879	734	New Mexico	244	230
Connecticut	2,738	2,494	New York	26,706	21,311
Delaware	334	344	North Carolina	1,043	1,073
Dist. of Columbia	769	791	South Carolina	368	364
Florida	2,671	3,005	North Dakota	459	324
Georgia	677	607	South Dakota	445	388
Hawaii	152	93	Oklahoma	734	729
Idaho	418	478	Ohio	16,954	14,923
Illinois	10,493	8,610	Oregon	1,395	1,412
Indiana	6,349	5,332	Pennsylvania	15,929	14,016
Iowa	2,874	2,711	Rhode Island	651	597
Kansas	1,225	969	Tennessee	1,136	1,207
Kentucky	1,044	1,004	Texas	2,402	2,554
Louisiana	520	518	Utah	296	309
Maine	1,070	1,004	Vermont	586	462
Maryland	1,572	1,591	Virginia	1,170	1,136
Massachusetts	5,532	4,903	Washington	2,720	2,261
Michigan	17,225	14,043	West Virginia	827	698
Minnesota	4,212	3,990	Wisconsin	7,476	5,653
Mississippi	354	256	Wyoming	173	111
Missouri	2,396	2,193			
			Sub-Total:	167,083	143,967
FOREIGN			Sub-Total:	5,046	5,325
			TOTAL:	252,547	197,302
Sources of enquiries other than Direct Mail (i.e. Canadian Government Travel Bureau Lists and Travel Shows).....			TOTAL:	99,191	85,904
			GRAND TOTAL:	351,738	283,206

FOREIGN DIRECT MAIL ENQUIRIES

	1960	1959		1960	1959
Africa	8	15	Indonesia	1,343	905
Algeria	1	1	Iran	2	—
Arabia	4	3	Iraq	30	38
Argentina	271	261	Israel	7	3
Australia	260	348	Italy	47	56
Austria	3	—	Jamaica	9	11
Bahamas	8	3	Japan	19	26
Barbados	5	2	Korea	3	4
Belgian Congo	3	5	Kuwait P.G.	3	—
Belgium	44	54	Lebanon	1	—
Bermuda	15	6	Luxemburg	3	—
Bolivia	—	—	Malaya	28	38
Borneo	1	2	Malta	8	11
Borneo (North)	1	—	Mexico	113	92
Brazil	148	120	Netherlands	91	67
British Guiana	41	53	New Guinea	1	—
B. W. I.	9	6	New Zealand	157	155
Bulgaria	1	2	Nigeria	218	375
Burma	—	—	Norway	17	14
Canal Zone	9	5	Pakistan	13	10
Ceylon	145	143	Panama	—	2
Chile	32	31	Paraguay	14	—
China	7	2	Peru	20	15
Colombia	9	19	Phillippines	33	33
Cuba	24	28	Poland	4	5
Cyprus	—	—	Portugal	6	8
Czechoslovakia	2	5	Puerto Rico	49	36
Denmark	22	24	Rhodesia	9	17
Ecuador	3	4	South Africa	36	33
Eire	—	—	South Rhodesia	1	3
Ethiopia	1	—	Spain	222	313
Fiji	3	9	Sudan	—	—
Finland	7	5	Sweden	56	49
France	98	60	Switzerland	18	29
Germany	105	101	Syria	2	4
Ghana W. A.	73	—	Tanganyika	2	4
Gold Coast	1	52	Thailand	6	1
Greece	6	4	Trinidad	16	8
Guam	4	3	Tunisia	—	—
Guatemala	3	3	Turkey	18	23
Haiti	3	2	Uganda	2	3
Honduras	5	3	United Kingdom	526	436
Hong Kong	4	7	Uruguay	20	20
Honolulu	—	—	Venezuela	31	37
Hungary	7	13	Virgin Islands	2	—
India	43	94	Yugoslavia	393	816
			Zanzibar	6	3
			TOTAL:	5,046	5,325



Ontario Tourist Reception Centre, Lancaster. It has been in operation since 1959, and has been of great service to tourists, travelling in the Eastern part of the province.

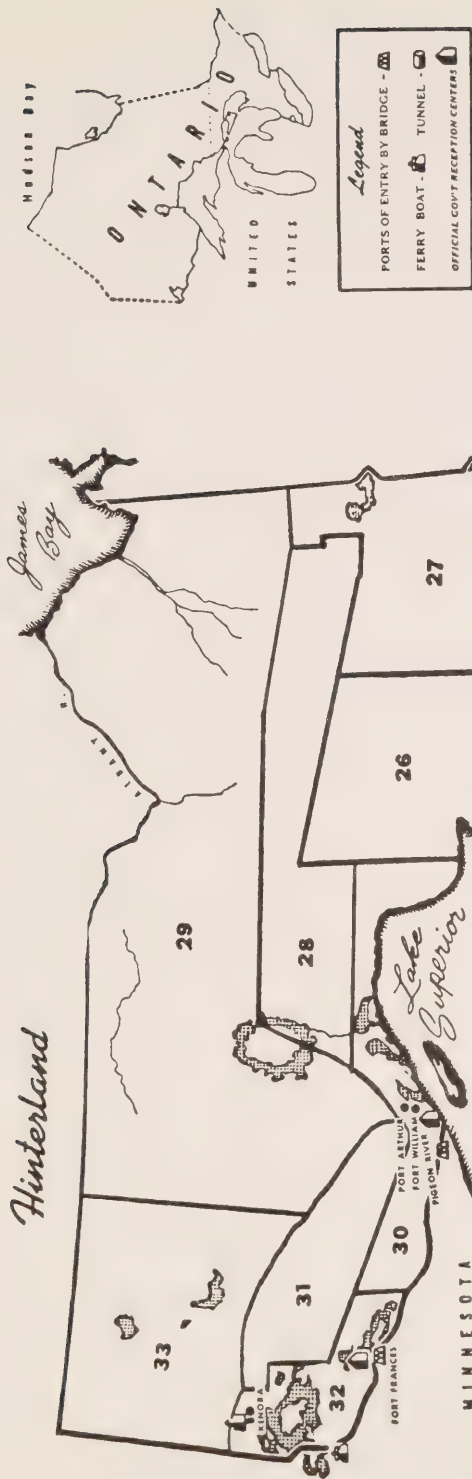


A picture of the "Lakeland Ontario Tourist Reception Centre", now under construction. It is situated on Highway No. 400 near Barrie, and is expected to be in operation by June 1st, 1961.

REPORT OF RECEPTION CENTRES Appendix "B" — Destination by Vacation Areas 1960

Reception Centre Summary for 1960			Kenora		Fort Frances		Middle Falls		S. S. Marie		Point Edward		Windsor Tunnel		Windsor Bridge		Fort Erie		Niagara Falls		Homer		1000 Islands Bridge				Cornwall		Lan-caster		Hawkes-bury		TOTAL
Opening date: Closing date:			May 14 Sept. 15	May 17 Sept. 15	May 14 Oct. 15	May 22 Sept. 15	all year	all year	May 14 Sept. 15	May 14 Sept. 15	all year	all year	May 14 Oct. 31	May 14 Oct. 31	May 14 Sept. 14	May 14 Sept. 14	May 14 Oct. 31	May 14 Sept. 15	all year	all year	May 14 Sept. 15	May 14 Sept. 15	May 14 Sept. 15	May 14 Sept. 15	May 14 Sept. 15	May 14 Sept. 15	May 14 Sept. 15	all year	May 14 Sept. 15	May 14 Sept. 15			
Vacation Area Nos.:																																	
1.	—	—	158	—	29	308	7,278	17,056	15,837	2,439	8,804	3,168	771	230	283	1,987	140	58,488	1,987	140	58,488												
2.	—	—	139	17	98	508	29,149	1,364	1,433	2,231	4,162	4,376	411	16	213	1,213	200	45,530	1,213	200	45,530												
3.	—	—	11	4	4	75	2,056	119	92	64	128	211	32	26	11	7	140	2,980	11	7	140	2,980											
4.	—	—	272	26	31	644	7,386	489	1,010	978	946	1,575	309	17	249	632	187	14,751	249	632	187	14,751											
5.	—	—	253	54	245	1,344	46,210	6,262	14,446	12,188	52,531	29,095	3,733	240	1,308	6,944	520	175,373	1,308	6,944	520	175,373											
6.	—	—	1,138	48	170	1,005	8,954	1,779	3,089	1,887	5,030	7,769	2,995	1,089	1,459	6,879	1,045	44,336	1,459	6,879	1,045	44,336											
7.	—	—	52	—	—	12	520	199	198	235	316	658	68	42	50	121	208	2,679	50	121	208	2,679											
8.	—	—	34	—	8	24	538	113	184	539	358	1,166	284	50	95	127	175	3,595	95	127	175	3,595											
9.	—	—	13	—	—	2	193	40	21	37	30	85	168	19	22	11	262	903	22	11	262	903											
10.	—	—	25	13	10	2	287	33	62	44	45	171	500	82	61	264	254	1,853	61	264	254	1,853											
11.	—	—	50	3	29	2	941	207	405	393	5,243	2,653	33,575	1,052	1,712	6,182	220	52,667	1,712	6,182	220	52,667											
12.	—	—	21	1	2	5	187	64	28	19	120	82	2,998	643	211	191	160	4,732	211	191	160	4,732											
13.	—	—	17	36	20	4	7,443	1,689	2,823	1,166	8,253	4,916	13,244	6,232	12,089	32,894	495	91,321	12,089	32,894	495	91,321											
14.	—	—	1,222	42	234	28	1,385	400	382	135	884	1,052	2,794	2,103	2,611	1,265	1,670	16,207	2,611	1,265	1,670	16,207											
15.	—	—	28	—	—	524	112	28	22	46	50	74	260	40	131	29	916	2,260	131	29	916	2,260											
16.	—	—	6	—	—	3	102	29	27	46	25	103	151	84	21	4	200	801	21	4	200	801											
17.	—	—	2	—	—	4	146	73	82	65	115	285	50	51	38	26	149	1,086	38	26	149	1,086											
18.	—	—	25	—	9	45	2,190	397	465	166	664	1,627	132	341	93	91	221	6,766	1,627	93	91	221	6,766										
19.	—	—	13	—	5	110	803	136	237	548	274	574	55	23	34	2	166	2,980	34	2	166	2,980											
20.	—	—	2	—	—	230	69	25	74	77	135	70	27	28	17	—	165	869	17	—	165	869											
21.	—	—	2	—	7	6	724	117	189	259	444	1,298	600	108	294	145	102	4,295	294	145	102	4,295											
22.	—	—	80	4	117	170	1,059	378	390	596	581	763	253	48	134	61	102	4,731	134	61	102	4,731											
23.	—	—	63	2	7	15	561	122	104	130	124	320	57	14	56	92	117	1,784	56	92	117	1,784											
24.	—	—	10	5	8	374	1,102	86	67	90	125	173	14	9	6	6	86	2,161	6	6	86	2,161											
25.	—	—	94	118	2,025	688	2,533	611	322	330	1,362	1,114	351	170	264	398	59	10,439	264	398	59	10,439											
26.	—	—	1	—	119	9,160	108	61	37	8	27	10	16	4	—	—	58	9,609	—	—	58	9,609											
27.	—	—	11	2	35	997	420	82	73	174	80	334	33	26	67	7	49	2,390	67	7	49	2,390											
28.	—	—	51	12	1,372	153	58	43	5	39	11	47	8	23	35	—	33	1,890	35	—	33	1,890											
29.	—	—	4	7	165	42	32	13	12	16	18	21	8	5	15	—	14	372	15	—	14	372											
30.	—	—	1,300	600	22,648	340	302	67	27	54	172	147	26	65	29	68	20	25,865	29	68	20	25,865											
31.	—	—	234	509	1,427	81	17	5	—	3	8	13	—	9	—	5	6	2,317	—	—	5	6	2,317										
32.	—	—	16,051	15,798	3,369	48	49	204	52	3	80	353	38	—	8	26	4	36,083	8	26	4	36,083											
33.	—	—	164	1,685	411	26	11	18	6	—	22	12	60	6	6	2	10	2,439	6	2	10	2,439											
Unstated	—	—	95	—	—	—	7,397	4,639	4,970	1,201	1,828	432	19	2,092	17,570	919	311	41,473	17,570	919	311	41,473											

Hinterland



ONTARIO VACATIONLANDS

- 1 Lake Erie — The Sun Parlour
- 2 Blue Water Country and Huronia
- 3 Bruce Peninsula
- 4 The Midlands and Grand River Valley
- 5 Niagara Frontier — Shaw Place of the Nations
- 6 Lake Ontario
- 7 Simcoe and Couchiching
- 8 Kawartha Lakes
- 9 Hastings — Land O' Lakes
- 10 The Isle of Quinte
- 11 The Thousand Islands of the St. Lawrence
- 12 The Rideau Lakes
- 13 The Upper St. Lawrence Valley
- 14 Ottawa and the Lower Valley
- 15 Upper Ottawa Valley — Bonnetiere Valley
- 16 Madawaska Valley
- 17 Haliburton Highlands
- 18 Muskoka
- 19 Parry Sound — Thirty Thousand Islands and Lower Magnetawan River Area
- 20 South Shore Nipissing — Loring-Restoule, Magnetawan Area
- 21 Algonquin Provincial Park
- 22 North Bay — North Shore Nipissing — Timagami Lakes Area
- 23 Sudbury, Georgian Bay and Lower French River
- 24 Manitoulin Island, Spanish River and Killarney Mountain Area
- 25 Lake Superior, Sault Ste Marie, Chapleau Road and White River Road
- 26 Chapleau, Missinable and Hornepayne Area
- 27 Timiskaming District, Timmins, Kirkland Lake and Gogama Area
- 28 Highway 11 "The Northern Route" — Cochrane to Nipigon
- 29 James Bay, Albany River Valley, Lake Nipigon Area
- 30 The Canadian Lakehead
- 31 Highway 17 — West of Canadian Lakehead
- 32 Lake of the Woods
- 33 Red Lake, Sioux Lookout

REPORT OF RECEPTION CENTRES Appendix "C", — U. S. Origin and Foreign

1960

Reception Centre Summary for 1960	Kenora	Fort Frances		Middle Falls		S. S. Marie	Point Edward	Windor Tunnel	Windor Bridge	Fort Erie	Niagara Falls	Homer	1000 Islands Bridge					Cornwall	Lan- caster	Howkes- bury	TOTAL						
		May 17		May 14									all	May 14	all	May 14	all					May 14	all	May 14	all	May 14	all
		May 14 Sept. 15	May 17 Sept. 15	May 14 Oct. 15	May 17 Sept. 15																						
Opening date: Closing date:																											
United States Origin:																											
Alabama	23	6	21	20	190	200	152	65	152	57	51	33	50	33	50	71	2	1,093									
Alaska	45	1	4	4	34	11	9	2	24	17	2	—	4	—	4	3	3	160									
Arizona	29	20	43	12	97	35	62	25	119	75	34	—	19	—	19	16	2	588									
Arkansas	18	22	19	50	117	77	36	17	75	22	22	13	20	13	20	96	2	606									
California	275	170	148	35	1,211	404	523	280	2,737	551	401	100	221	100	221	480	43	7,579									
Colorado	68	37	78	12	2,444	79	103	30	238	71	56	4	16	4	16	81	—	1,117									
Connecticut	48	1	18	73	505	80	234	333	1,922	961	1,469	257	885	257	885	1,054	9	7,854									
Delaware	2	—	4	4	93	34	61	44	284	175	189	34	35	34	35	77	8	1,044									
District of Columbia	25	18	15	10	104	95	109	89	441	186	216	19	77	19	77	54	26	1,484									
Florida	69	69	104	182	779	262	283	156	659	488	402	36	210	36	210	354	23	4,076									
Georgia	18	25	23	20	187	90	156	99	264	140	97	14	21	14	21	62	3	1,219									
Hawaii	12	—	9	—	32	15	15	15	65	16	17	17	12	17	12	18	3	252									
Idaho	34	50	9	56	65	18	7	22	30	16	10	2	10	2	10	29	204	546									
Illinois	989	2,686	2,484	825	3,332	2,415	4,083	715	5,041	1,618	1,403	214	574	214	574	1,505	175	23,018									
Indiana	217	523	464	1,016	1,857	1,126	2,006	475	1,910	844	514	91	305	91	305	594	3	11,945									
Iowa	664	1,333	2,264	138	901	206	287	88	644	321	165	38	93	38	93	221	61	6,780									
Kansas	249	367	327	302	123	159	45	288	122	110	60	32	121	60	32	121	7	2,374									
Kentucky	29	61	13	101	363	174	427	88	397	181	129	39	40	39	40	140	3	2,185									
Louisiana	29	27	19	60	150	61	119	25	138	62	57	17	36	17	36	66	—	866									
Maine	12	—	12	24	235	34	48	149	408	176	245	114	172	114	172	251	241	2,121									
Maryland	12	—	52	102	372	122	209	285	1,678	1,028	906	131	313	131	313	543	73	5,846									
Massachusetts	69	4	27	125	1,137	258	357	932	5,031	1,950	2,684	465	1,747	465	1,747	2,087	206	17,079									
Michigan	409	513	1,441	3,243	73,626	14,816	8,492	7,350	4,363	4,363	2,644	404	1,075	404	1,075	2,827	262	133,307									
Minnesota	2,500	6,564	14,053	563	1,443	180	209	149	834	362	184	28	128	28	128	101	—	25,048									
Mississippi	2	20	9	98	98	57	107	25	58	28	49	9	9	9	9	23	5	501									
Missouri	342	557	523	102	693	405	423	162	782	255	189	62	65	62	65	214	—	3,992									
Montana	24	8	25	78	84	11	6	9	48	25	2	14	17	14	17	13	12	376									
Nebraska	339	421	320	103	253	71	155	21	185	77	36	20	38	20	38	73	—	2,112									
Nevada	9	2	2	6	14	2	14	2	26	8	1	10	7	10	7	9	—	85									
New Hampshire	13	5	8	27	182	20	33	80	476	187	280	34	278	34	278	336	267	2,226									
New Jersey	50	32	42	135	1,093	165	479	779	5,969	2,634	4,484	539	1,190	539	1,190	2,028	37	19,656									
New Mexico	4	16	16	2	35	9	207	24	208	35	16	6	76	6	76	8	—	662									
New York	176	57	121	301	4,038	700	1,057	7,525	17,945	12,173	16,005	3,835	8,280	3,835	8,280	7,093	372	79,678									
North Carolina	9	9	5	10	160	67	124	116	377	302	198	22	70	22	70	158	—	1,627									
North Dakota	423	167	285	5	102	9	18	4	155	34	24	6	7	6	7	13	3	1,129									
Oklahoma	69	101	91	32	287	49	536	46	194	69	29	1	15	1	15	24	—	1,573									
Ohio	214	263	317	1,506	3,941	2,279	4,595	4,640	8,262	5,726	2,725	522	1,317	522	1,317	2,377	201	38,885									
Oregon	53	19	8	12	106	34	133	13	154	65	17	9	38	9	38	45	—	706									
Pennsylvania	63	38	102	101	1,491	643	982	371	8,447	6,143	5,906	771	1,845	771	1,845	2,332	24	24,652									
Rhode Island	4	7	5	6	157	2	84	152	726	309	278	48	307	48	307	332	36	1,714									
South Carolina	15	5	2	6	74	13	32	81	160	107	84	5	12	5	12	80	—	679									
South Dakota	167	139	280	20	118	63	37	25	105	47	21	2	20	2	20	32	1	1,077									
Tennessee	27	40	40	21	261	122	252	83	363	213	114	19	32	19	32	107	—	1,694									
Texas	98	177	178	51	495	198	429	123	628	282	162	57	86	57	86	161	6	3,131									
Utah	19	13	22	6	96	33	32	16	120	21	23	30	31	30	31	40	—	463									
Vermont	6	4	4	6	86	2	21	12	106	57	156	30	361	30	361	251	391	1,493									
Virginia	26	19	63	34	384	105	230	290	1,041	522	571	97	356	97	356	1	3,954										
West Virginia	6	7	20	8	203	102	118	190	391	332	165	45	37	45	37	124	3	1,751									
Wisconsin	987	1,828	4,812	1,240	2,186	637	682	219	1,695	635	328	63	252	63	252	469	7	16,670									
Wyoming	41	16	6	2	48	16	—	1	34	12	9	—	7	—	7	3	—	195									
Washington	93	32	29	18	231	39	41	12	195	71	47	9	26	9	26	141	—	753									
Foreign Origin:	139	2	131	113	568	462	281	271	1,772	713	609	96	260	96	260	814	44	6,275									

REPORT OF RECEPTION CENTRES

Appendix "D" — Origin by Province

1960

Reception Centre Summary for 1960	Kenora	Fort Frances		Middle Falls		S. S. Marie		Point Edward		Windsor Tunnel		Windsor Bridge		Fort Erie		Niagara Falls		Homer		1000 Islands Bridge				Prescott		Cornwall		Lon- caster		Hawkes- bury		TOTAL
		May 14 Sept. 15	May 14 Sept. 15	May 17 Sept. 15	May 14 Oct. 15	May 22 Sept. 15	all year	May 14 Sept. 15	May 14 Sept. 15	all year	May 14 Oct. 31	May 14 Oct. 31	May 14 Sept. 15	May 14 Sept. 15	all year	May 14 Oct. 31	May 14 Sept. 14	May 14 Sept. 14	May 14 Sept. 14	May 14 Sept. 14	May 14 Sept. 14	May 14 Sept. 14	May 14 Sept. 14	May 14 Sept. 14	May 14 Sept. 14	all year	all year	May 14 Sept. 15	May 14 Sept. 15			
		Canadian Origin:																														
Ontario	3,101	1,254	2,823	4,745	14,811	4,349	2,549	1,385	5,780	16,168	14,426	3,430	12,826	11,849	2,940	102,436																
Quebec	243	87	46	305	380	225	83	168	2,126	1,491	3,166	675	3,867	15,686	2,239	30,787																
New Brunswick	70	4	3	75	14	40	7	78	319	214	375	24	307	1,108	115	2,753																
Nova Scotia	92	29	24	96	176	90	20	49	384	325	665	86	495	835	65	3,395																
Prince Edward Island	11	1	—	22	17	—	4	5	32	65	91	6	55	140	40	489																
Newfoundland	5	8	6	4	18	14	7	7	48	23	63	—	40	112	20	376																
Manitoba	6,335	717	395	220	976	143	103	22	406	334	235	67	86	269	17	10,325																
Saskatchewan	815	142	56	105	608	70	29	9	249	251	97	37	74	163	34	2,739																
Alberta	1,033	142	48	155	595	120	43	35	345	259	214	17	158	206	27	3,397																
British Columbia	595	73	64	85	368	61	37	11	235	261	139	10	129	294	47	2,409																
Yukon	43	—	14	2	11	—	4	—	—	6	12	—	4	4	3	103																
Northwest Territories	—	—	—	—	—	—	—	—	—	—	—	—	—	8	—	8																

Report of the Photography Branch

As in previous years, production of this Branch during the year in review continued to enjoy a steady increase in all phases of operation. Areas in which this increase is most evident are in our distribution of colour photographs, the production of travel films, and travel film distribution.

PHOTOGRAPHY

Still Photography

A total of 1,338 black and white negatives were added to our catalogue of photographs covering this Province's travel, vacation, and recreation facilities and attractions. In all cases, alternate negatives are available should they be required. This increase is similar to the increase reported in the previous year.

Our colour photographic coverage increased by more than 40% over the previous year, 1,788 colour transparencies having been added to our files. In keeping with Department requirements, and requirements throughout the newspaper and magazine field, these transparencies are of either 4 x 5 or 2¼" square format.

Areas included in our photographic program, which extended from the Quebec border to the Manitoba border and from the Southern tip of Ontario to James Bay, were:

Blue Water-Huron region, Bruce Peninsula-Manitoulin Island, Muskoka, Haliburton, Quinte's Isle, Kawarthas, Niagara Frontier, Ridéau Lakes, Land of Lakes, the St. Lawrence-Thousand Islands area, and the Lake Erie region.

Staff men on assignment in Northern and Northwestern Ontario obtained photographs at:

The Lakehead, Cochrane-Kapuskasing area, Red Lake, Dryden, Kenora, and the Fort Frances-Rainy River regions.

Special events covered included:

The opening of the Oil Springs Museum, the opening of the new section of the Trans-Canada highway at Wawa, and the inauguration ceremonies of the Seaway-Skyway between Prescott and Ogdensburg, New York. In addition, the Harmsworth trophy races, the Muskoka fall colour cavalcade, the Niagara grape festival, the International Freedom Festival, and the James Bay goose shoot, were included in our program.

Winter assignments of the Branch included:

The Muskoka International Bonspiel, Dice-on-Ice Automobile rally at Huntsville, winter carnivals at Moose Factory, Barrie, Penetang, and ski meets at major centres across the Province.

The mat and print service in cooperation with the Archaeological and Historic Sites Board continued to enjoy considerable success, and our program included the provision of extensive photographic services for the Department of Public Records and Archives.

Approximately 500 photographs were taken for other Ontario Government Departments. During the year the Department of Reform Institutions, Department of Planning and Development, Department of Public Works, Department of the Attorney-General, and the Department of Transport were among those using the facilities of this Branch.

Photograph Library

Black and white distribution from our library reached a total of 28,665. This is approximately the same as the calendar year of 1959. An analysis of this distribution is contained in Appendix 'A' accompanying the report.

A study of our distribution of colour photographs indicates an increase of more than 50%, with a total of 2,966 photographs being released. This is an indication of

the trend towards the increasing use of colour photography in the editorial and promotional fields. An analysis of this distribution is contained in Appendix 'B'.

Darkroom Production

The bulk of our darkroom production was in standard 8 x 10 size, but during the year, specialized requests for prints of varying dimensions, from 4 x 5" to oversized display enlargements, increased.

Motion Picture Production

Four new films have been produced for addition to our library during the current year. 'Skier's Choice', a film illustrating this popular winter activity across the Province was produced and made available for distribution early in the year. The response has been most gratifying and extensive bookings have been arranged throughout Canada and the United States.

During the summer, two new films, one covering Muskoka, and one covering the Huronia-Lower Georgian Bay area, were produced. The Muskoka film will replace one released in 1947 and the Huronia film covers an area not previously included in our library. A short film on autumn colour is now in the final stages of production.

All these films are in colour with narrative and musical sound tracks, and are cleared for world-wide direct screening and television distribution.

Motion Picture Library

Two new films produced in 1959 enabled us to withdraw from circulation two films produced in 1947 and 1948. With the skiing film, these brought the total of films in our catalogue to 19.

Through the distribution program of the National Film Board Travel Film Library, our films enjoyed a total of 8,814 screenings, a significant increase of over 40% on the previous 12 month period for which figures are available. The pattern is also evident in Canadian distribution where bookings totalled 683, an increase of 50% over previous years. Storage, shipping and maintenance for Canadian distribution is a function of this office, and all films are available through the Branch free of charge.

As with direct screenings, free television programming of the six Department films cleared, experienced an increase of almost 100%, with 246 telecasts being recorded in the United States. Department films were screened 40 times over Canadian television.

An additional 77 screenings of Department films were arranged through the summer circuit program of the Film Board, operating in National Parks across the country.

The Canadian Government Travel Bureau continued to support our film program by extensive print purchases of Department films. This, along with the accelerated promotional program of the National Film Board, are important factors affecting the increase in audiences our films are reaching.

At this time, it would be appropriate to gratefully acknowledge the cooperation of the National Film Board and the Canadian Government Travel Bureau in this regard.

SPECIAL PROMOTION AND PUBLIC RELATIONS

Tours of Editors, Writers and Photographers

Branch personnel planned and took part in a variety of special promotion projects undertaken by the Department during the year. For purposes of this report these are tabulated on a monthly basis.

- May Mr. Erwin Bauer, prominent free lance American Outdoor writer and photographer, accompanied by Mr. Hank Andrews, Outdoor Editor of the Cleveland Press, visited the White River area, Mr. Andrews on assignments for the Press, and Mr. Bauer preparing an article which subsequently appeared in Outdoor Life. This Branch cooperated with Mr. Ken Hand, Manager of the Photographic Branch of the Canadian National Railways, Montreal, in the production of the first of two films produced by that organization in the Oba area.
- June The Outdoor Editor of the Dix newspapers, Ohio, Mr. Ben Anderson from Kent, visited Pigeon Lake in the Kawarthas to obtain material for articles to be used in his newspapers. Arrangements were made for Mr. J. Edward Schipper, Auto Editor of Argosy magazine, and Mr. Paul Strobel, cameraman, to prepare a series of television shorts on the Algoma district and the new section of the Trans-Canada highway, for distribution throughout Michigan. A member of this Branch accompanied Mr. John Linder of the Canadian National Railways, Photographic Branch, Montreal, and assisted with photography in the Toronto and Niagara Falls areas, the photographs to be used in the Company's poster production program.
- July A Branch member accompanied Mr. Clare Allen, Radio Station WEBR and the Buffalo Courier Express, and Mr. Phil Rich of the Midland, Michigan, Daily News, on assignment in the Eagle Lake and Red Lake districts of Northwestern Ontario. The Canadian National Railways began production of a second film in the Oba area, in which this office was able to cooperate. Mr. Clarence Brown, Jr., Editor of the Daily News in Urbana, Ohio, toured Windsor and Essex County as arranged by this Department in cooperation with the Essex County Tourist Association. In cooperation with the Elliot Lake Industrial Commission, this Department worked with the Conway Industrial Development magazine, in the preparation of a special edition featuring the Elliot Lake area.
- August Mr. Mel Ellis, Outdoor Editor of the Milwaukee Journal and Associate Editor of Field and Stream magazine, accompanied by a staff photographer, visited the Kenora-Lake of the Woods area on assignment for these publications. Another staff member accompanied Mr. Frank Kuchirchuk, Central Press Association, Cleveland, Ohio, on assignment in the Kawartha Lakes area. In conjunction with this project, assistance was given to Mr. Bud Paulson, Boating Editor of Field and Stream magazine, who was in the area at the time.
- September In connection with the opening of the new section of the Trans-Canada highway, north of Sault Ste. Marie, this Department arranged for, and cooperated with, visits of Mr. Mel Ellis of the

Milwaukee Journal, Mr. Hank Andrews of the Cleveland Press, and Mr. Jay Reed, Post Crescent, Appleton, Wisconsin, on assignment along the new road for their respective newspapers.

October

This Branch cooperated with Mr. Ralph Hedlin, prominent Canadian Outdoor writer, in arrangements for an article on moose hunting in the Kenora area.

As in previous years, the Branch cooperated with Mr. Ben Anderson and Mr. Hank Andrews in obtaining coverage for their respective newspapers during the Pelee Island pheasant shoot.

Special Projects

The Seventeenth Annual U.S. Editors' Goodwill Tour of Ontario was the Branch's major special promotion during the year. The 1960 tour was the most extensive yet undertaken, starting in Fort Frances on the Ontario-Minnesota border, and proceeding eastward to the Quebec border at Ottawa. Places included in our 12 day itinerary were Fort Frances, Sioux Narrows, Kenora, Port Arthur, Fort William, Sault Ste. Marie, Elliot Lake, Sudbury, North Bay, Ottawa, Peterborough, Toronto, Oakville, and Niagara Falls.

Our guests visited many of the Province's tourist attractions and historic sites, as well as some of its main industries. Following the tour each editor was made a member of the K.O.B. (Know Ontario Better) Club.

A series of daily stories on the tour, prepared by a member of the Division of Publicity, along with photographs and mats prepared by this Branch, were forwarded to each editor to be used in their newspapers during and immediately following the tour. In addition, a souvenir photograph album was prepared and presented to each editor, and a 16 mm. colour film was also produced and prints circulated to the editors for screening to interested groups in their home communities.

Bound copies of stories about the tour, which appeared in the editors' newspapers, were distributed to those organizations and associations who assisted the Department with the tour arrangements.

At this time it would be appropriate to extend our thanks to those communities, associations and companies, whose contributions were responsible in great measure for the success of the tour.

In cooperation with the City of Ottawa, this Department assisted with arrangements for the tour of Mr. Nikoli Bobrovnikov, Mayor of Moscow, and were hosts at a dinner in the City of Niagara Falls.

During the National Editorial Association fall meeting held in Minnesota, Branch personnel, along with a member of the Division of Publicity, participated in the annual reunion of the Know Ontario Better Club.

Staff members attended and participated in many conventions and meetings of various organizations during the year. In many instances, Branch personnel also screened films or acted as official photographers and recorders.

COLIN McDONALD,
Director.

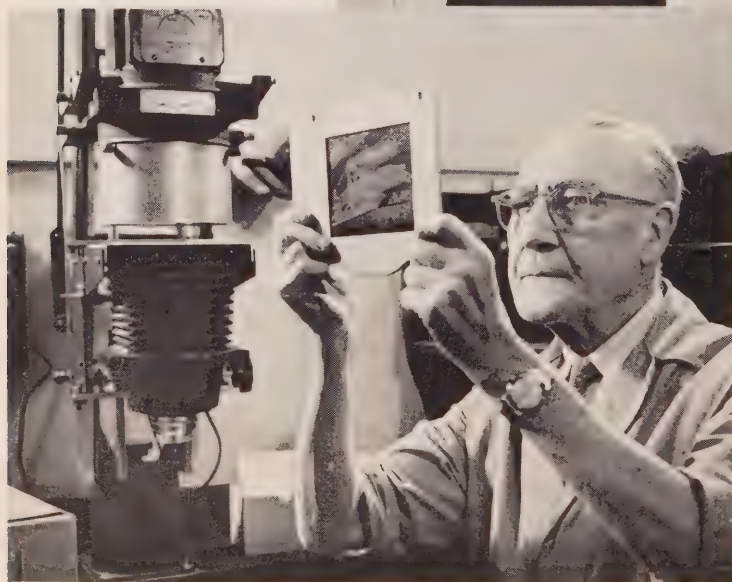


Member of Photograph Library
choosing colour transparencies.



Technician in the studio
checking exposure meter before
copying a map

Technician in darkroom
checking negative



APPENDIX 'A'

A total of 28,665 black and white photographs were distributed from the Library in 1960. Statistics on this distribution are as follows:

Department of Travel and Publicity Publications and Promotions 8,027	Other Ontario Government Departments 3,042
Federal Government Departments 222	Canadian Government Travel Bureau 492
Travel Shows, Exhibition and Displays 1,061	Travel Folders and Promotions other than those produced by Travel and Publicity 2,996
Canadian Magazines 1,658	Canadian Newspapers 2,657
United States Magazines 1,845	United States Newspapers 2,204
Television 482	Transportation Companies 752
Convention Publicity 531	United States Industrial House Organs 50
Canadian Industrial House Organs 670	Foreign Newspapers and Magazines including Germany, Switzerland, Portugal, Argentina, and Japan 410
United Kingdom Newspapers & Magazines 198	

Educational Publications

Canada 630	United States 526	Other, including France, India, Bahamas, England, and Ceylon. 212
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APPENDIX 'B'

A total of 2,966 colour photographs were distributed from the Library in 1960. Statistics on this distribution are as follows:

Department of Travel and Publicity 1,250	Canadian Government Travel Bureau 215
Federal Government Departments 57	Canadian Newspapers and Magazines 203
Travel Folders other than those produced by Travel and Publicity 262	Educational Publications 95
United States Newspapers and Magazines 197	Convention Promotion 236
Material for Lectures including 35 mm. colour duplicates of Department trans- parencies. 301	Foreign Magazines & Publications 76
Other Ontario Government Departments 74	

Report of the Historical Branch for 1960

The Historical Branch administers certain departmental functions relating to history, archaeology and museums. It also provides permanent staff for the Archaeological and Historic Sites Advisory Board of Ontario, a body of private citizens which advises the Minister on matters relating to the above subjects.

Erection of Historical Plaques

The branch, acting on the recommendations of the Archaeological and Historic Sites Advisory Board of Ontario, continued its programme of commemorating persons, places, events and structures of historical significance throughout the province by means of plaques. Extensive research was carried out in archives, libraries, registry offices, early newspapers and elsewhere. Fifty-one plaques were put up during 1960 making a total of 228 since the programme was inaugurated.

The unveiling ceremonies were given extensive coverage in newspapers and by radio and T.V. stations. The branch co-operated closely with historical societies, chambers of commerce, municipalities, Women's Institutes, service clubs and other local organizations in this programme. At least one member of the Archaeological and Historic Sites Board attended each ceremony, and many members of parliament and other prominent citizens also took part. In addition to the plaques already erected, research was carried out on a large number of other subjects, many of which, following additional study, we hope to commemorate in the future.

A complete list of all plaques erected in 1960 is attached hereto as Appendix A.

Protection and Investigation of Archaeological and Historic Sites

Under the Archaeological and Historic Sites Protection Act of Ontario (1953) the Minister may, for a stated period of time, prevent any persons from excavating or altering an archaeological site or from removing objects therefrom.

In 1960 the site of an early Huron village of the European contact period, in Medonte Township, was designated under the act. This site is probably that of Cahigue visited by Samuel de Champlain in 1615.

During the summer of 1960 the department employed qualified archaeologists to carry out certain field investigations which would assist in reaching decisions with regard to the marking and designation of historic sites. The information thus acquired will also prove useful should local organizations decide to develop the sites concerned or similar ones as tourist attractions.

Three main investigations were carried out. These included: a search for the exact locations of the principal buildings of the former naval establishment at Penetanguishene; tracing the outlines of the palisade and interior structures of the former military depot at the western terminus of the Nine Mile Portage; and an investigation of the ruins of a seventeenth century Hudson's Bay Company post at the mouth of the Albany River. The latter investigation, carried out by archaeologists of the Royal Ontario Museum, is of outstanding significance since the site has lain undisturbed since the beginning of the eighteenth century. Little had been known previously concerning the types of structures and equipment of these very early fur trading posts. The information gained will be very helpful in any future reconstruction or public development of such posts. Among the minor field investigations was the tracing of the historic La Vase Portage on the old canoe route between Trout Lake and Lake Nipissing.

Aid to Museums

This province's museums constitute one of our most valuable assets whether considered from the educational or tourist points of view. It has been estimated that there were over two and a half million visits made to Ontario's museums and art galleries in 1959. At the same time, most local museums are operated by voluntary effort and on a very limited and inadequate budget. To a modest extent this department is endeavouring to improve their status.

Marked progress was achieved during the past fiscal year in this regard. Under the department's museums regulations, small financial grants may be made to assist with the maintenance costs and curators' salaries of those museums which are owned and operated by municipalities. These grants match municipal expenditures for the same purpose up to a stated maximum sum. During the past fiscal year thirty-two museums have received financial assistance under the above regulations.

In addition, this branch has on its staff a qualified museums technician who has been able to give much valuable aid. This covers such fields as display, lighting, conservation, identification, labelling, cataloguing, administration, financing and publicity. His advice is, of course, available to all the province's public museums, whether municipally owned or otherwise. The Museums Adviser is also preparing a census of the more than one hundred museums in Ontario and has made many useful suggestions regarding the exchange and acquisition of material. Apart from assisting smaller institutions, he has co-operated with the Ontario-St. Lawrence Development Commission in establishing museums at the latter's Upper Canada Village.

Information and Publications

During the past fiscal year the branch answered a large number of inquiries concerning Ontario's historical attractions. Many of these were prompted by the publicity arising from our plaques. Others were from tourists interested in the historical attractions of specific regions of the province.

The brochure "Historic Ontario", compiled by this branch, has been generally well received, both by tourists and by many of our own citizens interested in their local history. Requests for copies from teachers and school children were so widespread that a considerable number of booklets were transferred to the Department of Education for direct distribution to schools.

A large number of press releases covering our unveiling programmes were compiled by the Historical Branch. These contained considerable additional historical information which it was not possible to include on the plaques.

Technical information of value to museums was mimeographed and distributed to these institutions.

D. F. McOUAT,
Director, Historical Branch.



A plaque commemorating the Loyalist Memorial Church and its predecessors at Adolphustown was unveiled by the Honourable John Keiller Mackay, Lieutenant-Governor of Ontario on September 11, 1960. Participants in the ceremony shown left to right included: Prof. G.F.G. Stanley; Mr. Norris Whitney, M.P.P.; Judge Gerald F. Smith; the Honourable Fred M. Cass, Minister of Highways; the Rev. John G. Findlater; the Lieutenant-Governor; and Bishop K.C. Evans.



A plaque commemorating Adjutant James Keating, R.A. was unveiled by the Honourable Bryan L. Cathcart, Minister of Travel and Publicity at Penetanguishene on August 6, 1960. Participants in the ceremony shown left to right were: Lieutenant-Colonel Jack Symons; Mr. W. H. Morrison; Dr. Wilfrid Jury; the Honourable Bryan L. Cathcart; Mayor Jerome Gignac; and the Rev. John Barclay.

Appendix A

SUBJECTS COMMEMORATED BY THE ARCHAEOLOGICAL AND HISTORIC
SITES BOARD IN 1960

(The brief descriptions included herewith are not copies of the actual inscriptions on the plaques.)

CAPTAIN JOHN BRANT 1794-1832 — A famous chief of the Six Nations and son of Captain Joseph Brant. A veteran of the War of 1812, he was the first Indian to be appointed Superintendent of the Six Nations, and the first Indian to be elected to the legislative assembly. (In front of the Council House, Ohsweken.)

SIR WILLIAM HEARST 1864-1941 — Ontario's seventh Prime Minister, he served as minister of lands, forests and mines in Sir James Whitney's administration and succeeded him following the latter's death in 1914. (The legion park, Village of Tara.)

THE DE TROYES EXPEDITION 1686 — Describes a remarkable military expedition sent from Montreal through the wilderness to attack the Hudson's Bay Company trading posts on James Bay. It was led by the Chevalier Pierre de Troyes, and included the famous Pierre Le Moyne, Sieur d'Iberville. (Beside 4th Avenue, Ansonville, within boundaries of Iroquois Falls.)

THE TORONTO, GREY AND BRUCE RAILWAY — This pioneer railway, which was promoted by a group of enterprising Toronto merchants, received its charter in 1868. It originally used narrow gauge track and ran from Weston to Owen Sound. Standard gauge was substituted, 1881-1883, and it was absorbed by the C.P.R. in 1884. (Beside C.P.R. station, Orangeville.)

SIR JAMES PLINY WHITNEY 1843-1914 — Born in Williamsburg Township, he succeeded G.W. Ross in 1905 and became Ontario's sixth prime minister. (On the grounds of Holy Trinity Church, near Morrisburg.)

THE TALBOT ROAD — This pioneer highway was first surveyed in 1804 by John Bostwick under the supervision of Colonel Thomas Talbot, founder of the Talbot Settlement. Parts were re-surveyed in 1809 by Mahlon Burwell and extensions run to the north and west. When completed it ran from Waterford to Amherstburg and was one of the earliest and most successful settlement roads in the province. (Beside Talbot Road West, 3 miles from St. Thomas.)

HONOURABLE JOHN ROLPH, M.D. 1793-1870 — One of Upper Canada's outstanding historical personalities, he was a lawyer, physician and a leader in the struggle for political reform. (On Talbot Road West at entrance to former Rolph homestead.)

LIEUTENANT-COLONEL JOHN BOSTWICK 1780-1849 — Born in Massachusetts, he was the son of a Loyalist and came to Upper Canada as a child. He served as sheriff of the London District, as a deputy surveyor and laid out some of the earliest roads in the Talbot Settlement. Granted land at the mouth of Kettle Creek, he founded the community of Port Stanley. (At Christ Church, Port Stanley.)

LIEUTENANT-COLONEL MAHLON BURWELL 1783-1846 — An eminent surveyor and intimate of Colonel Thomas Talbot, he was responsible for laying out the Talbot Road. His extensive surveys in southwestern Upper Canada prepared the way for settlement. He served some twenty years in the legislative assembly, and the community of Port Burwell was named in his honour. (At village clerk's office, Port Burwell.)

JESUIT MISSION TO THE HURONS — Tells the story of the early struggles of the Jesuit fathers to establish a mission to the local Indians. First located near Fort Pontchartrain (Detroit), it was moved to Bois Blanc Island and the adjacent mainland in 1742, and after its destruction in 1747, was re-established in the vicinity of the plaque. It formed the nucleus of the Parish of Assumption, the first in the province. (Ambassador Park, Riverside Drive, Windsor.)

BOIS BLANC ISLAND BLOCKHOUSES — Relates the history of the Bois Blanc (now Bob-Lo) island defences. The original blockhouses were built as outposts of Fort Malden, Amherstburg, after the British military establishment was moved there from Detroit in 1796. They were replaced in 1839 by the existing ones, to defend Amherstburg against the attacks of supporters of William Lyon Mackenzie's Rebellion of 1837-38. (In front of central blockhouse, Bob-Lo Island.)

THE REVEREND JOHN STUART 1740-1811 — The first resident Anglican priest in what is now Ontario, he settled in Kingston in 1785. Originally missionary to the Six Nations in pre-revolutionary times, he ministered to the white and Indian settlers in the Bay of Quinte area and as far west as Niagara and the Grand River. He could be termed the "father of the Anglican Church in Upper Canada". (In front of St. George's Cathedral, Kingston.)

AGNES CAMPBELL MacPHAIL 1890-1954 — The first Canadian woman to become a member of parliament, she was interested primarily in legislation dealing with agricultural affairs, penal reform and social welfare. (At Hopeville, Proton Township, Grey County.)

THE HALDIMAND GRANT 1784 — This grant of land was made to the loyal members of the Six Nations of the Iroquois who fought as allies of the British during the American Revolution. It included an area stretching from the source to the mouth of the Grand River and extending for six miles on each side of that stream. (In front of County Court House, Cayuga.)

CHAMPLAIN'S WAR PARTY 1615 — Describes the unsuccessful attack made by Samuel de Champlain with his Huron and Algonkian allies on a palisaded Iroquois village near the present site of Syracuse, New York. On their way from the Huron village of Cahiague, they made use of the Trent Waterway. (Bayshore Park, Trenton.)

"TIGER" DUNLOP 1792-1848 — Commemorating Dr. William Dunlop, one of Upper Canada's most colourful characters. An associate of John Galt, Superintendent of the Canada Company, he assisted the latter in opening up the Huron Tract and founded Goderich in 1827. Dunlop was also a noted author. (At his tomb, off highway No. 21, immediately north of Goderich.)

THE KENORA THISTLES 1907 — Commemorates the Kenora Thistles who won the Stanley Cup in 1907. Kenora was the smallest town ever to win this trophy. (Memorial Park, Kenora.)

LOYALIST MEMORIAL CHURCH — Commemorates the Anglican congregation of Adolphustown dating back to 1784; its first church built in 1822 (which still stands); and the present church of St. Alban-the-Martyr erected to commemorate the early Loyalists of the region. (St. Alban-the-Martyr, Adolphustown.)

THE REVEREND JOHN LANGHORN 1744-1817 — Commemorates the first resident clergyman in the Bay of Quinte region. He came to the area in 1787 as missionary to the Townships of Ernesttown and Fredericksburg, and served until 1813. (St. John's Anglican Church, Bath.)

SIR ALLEN BRISTOL AYLESWORTH 1854-1952 — A distinguished lawyer and politician, he served as Canadian member of the Alaska Boundary Tribunal in 1903. A member of Sir Wilfrid Laurier's cabinet he held the posts of postmaster-general and minister of labour 1905-06, and minister of justice, 1906-11. (In front of Council House, Newburgh.)

WILLIAM H. MERRITT 1793-1862 — One of the first settlers on the site of St. Catharines, Merritt was a pioneer in the field of transportation and was primarily responsible for the construction of the first Welland Canal, 1824-29. (Memorial Park, St. Catharines.)

THE CANADA CONSTELLATION 1799-1800 — This was Upper Canada's earliest independent newspaper, and was published by two brothers, Silvester and Gideon Tiffany, who had emigrated from the United States. (Niagara Museum Grounds, Niagara-on-the-Lake.)

MEMORIAL HALL 1906 — Commemorates the first building in Ontario to be constructed solely for use as an historical museum. This plaque also commemorates Janet Carnochan, the noted historian of the Niagara Peninsula. (Niagara Museum Grounds, Niagara-on-the-Lake.)

THE BURNING OF ST. DAVIDS 1814 — Commemorates a tragic incident during the War of 1812 when an invading force of American soldiers razed St. Davids. Their commanding officer was later dismissed from the United States Army because of this action. (In front of St. Davids Public School.)

MAJOR JOHN RICHARDSON 1796-1852 — One of Upper Canada's pioneer historians and authors, Richardson was born in Queenston. As a professional soldier he served in Canada, the West Indies and Spain. He published two newspapers in Upper Canada, and wrote many informative historical accounts and successful poems and novels. His epic poem "Tecumseh" and historical novel "Wacousta" together with his "War of 1812" are his best known works. (In front of Laura Secord Memorial School, Queenston.)

THE MANITOWANING INDIAN TREATIES — Commemorates the treaties of 1836 and 1862 between the chiefs of the Ojibwa and the Ottawa Indians and the government. The first treaty designated Manitoulin Island as a reserve for all Indians wishing to settle there, while the second opened the island, exclusive of its eastern peninsula, to white settlers. (Grounds of the Assiginack Museum, Manitowaning.)

ROUTE OF THE VOYAGEURS — Identifies this channel as part of the historic canoe route to the west. The plaque lists many of the well-known explorers, missionaries, and fur traders who used the channel and who opened up the interior of the continent. (At Swift Current Channel about 9 miles north of Little Current.)

ELDON HOUSE — Commemorates London's oldest existing house, built in 1834 by a retired British naval officer, Captain John Harris. (At main entrance to Eldon House, Ridout Street North, London.)

EBENEZER ALLAN 1752-1813 — A native of New Jersey, he fought for the British during the American Revolution, then settled in the Genesee region of New York State where he founded Rochester. Allan later moved to Upper Canada where he founded Delaware. Following bitter disputes with the provincial authorities over land tenure, he aided American invaders during the War of 1812. (Municipal Park, Delaware.)

FOUNDERS OF INGERSOLL — Commemorates Major Thomas Ingersoll and his son Charles who were responsible for the first major settlement of the townships of West, North and East Oxford, and founded the community of Ingersoll. (Beside Thames Street Bridge, Ingersoll.)

WOODSTOCK COLLEGE — Commemorates the famous co-educational institution sponsored by the Baptists which was opened in 1860. At one time it was expected to attain full university status, but became purely a boys' preparatory school in 1890 and was closed in 1926. (At site of the former college, Wilson and College Streets, Woodstock.)

GEORGE TILLSON 1782-1864 — Commemorates the founding of Tillsonburg and its founder. This community, known originally as Dereham Forge, grew around the sawmill and foundry that Tillson established. (In front of Town Hall, Tillsonburg.)

CAPTAIN JAMES KEATING, R.A. — "One gun Keating" was born in Ireland and came to Upper Canada during the War of 1812. He captured American held Fort Shelby using a single cannon. Keating was later Fort Adjutant at St. Joseph's Island, Drummond Island, and in 1828 at Penetanguishene. He played a leading role in that pioneer community until his death in 1849. (On grounds of Military and Naval Establishments, Penetanguishene.)

CAPTAIN JOHN MOBERLY, R.N., 1789-1848 — Commemorates the services of the gallant sailor who was sent to Upper Canada to command the British naval forces on the upper Great Lakes. With Keating he was responsible for the building of the garrison church, St. James-on-the-Lines. (Penetanguishene.)

"JAKE" GAUDAUR 1858-1937 — A native of Orillia, Jacob Gill Gaudaur was one of the world's greatest oarsmen. (Atherley and Orchard Point Roads, Orillia.)

DANIEL GREYSOLON, SIEUR DULHUT 1636-1710 — This famous French explorer settled in Canada in 1655, and built the first post at the mouth of the Kaministiquia River in 1679. He annexed what is now the northwestern portion of this province and northern Minnesota to France and did much to further the westward expansion of New France. (In front of City Hall, Fort William.)

SILVER ISLET 1868 — Relates the story of a small barren rock which became one of the richest sources of silver in North America. This mine produced over \$3,250,000 worth of ore before it closed in 1884. Some of the original mine buildings still exist on the adjacent mainland. (At Silver Islet, Sibley Point Peninsula.)

THE FOUNDER OF PRESTON — Commemorates John Erb (1764-1832) a Pennsylvania Mennonite who came to Upper Canada in 1805. He settled on the site of Preston and built a sawmill and grist-mill around which the community grew. (In front of Town Hall, Preston.)

THE WEST MONTROSE COVERED BRIDGE 1881 — Commemorates Ontario's last remaining covered bridge. (At the bridge in West Montrose.)

BISHOP BENJAMIN EBY 1785-1853 — This influential Mennonite leader settled in Upper Canada in 1807. The land he acquired now forms part of the city of Kitchener. He played a leading role in both the religious and temporal life of the rapidly growing settlement that was known at first as Ebytown, later named Berlin and re-named Kitchener in 1916. (At First Mennonite Church, Kitchener.)

SIR ADAM BECK'S BIRTHPLACE — Commemorates the founder of Ontario's public hydro-electric power system, who was born in Baden in 1857. (In front of Baden Public School, Baden.)

WILLIAM LYON MACKENZIE KING 1874-1950 — Commemorates Canada's tenth prime minister who was born in Berlin (Kitchener) and was a grandson of the leader of the Rebellion of 1837, William Lyon Mackenzie. (In front of City Hall, Kitchener.)

THE DESTRUCTION OF THE CAROLINE 1837 — Commemorates the daring exploit of Captain Andrew Drew, R.N., and a group of volunteers who, during the Rebellion of 1837-38, captured and destroyed an American owned vessel the "Caroline", which had been supplying William Lyon Mackenzie's rebel forces on Navy Island. This action almost precipitated war between Britain and the United States. (Niagara Parks Boulevard, 1½ miles south of Chippawa.)

FORT CHIPPAWA — This plaque stands on the site of a fortification built in 1791 to protect the southern terminus of the Niagara Portage Road. Consisting of a large blockhouse and stockade, it was enlarged in 1814-15, but was later abandoned. (North bank of the Chippawa River, Chippawa.)

SIR JOHN HENRY LEFROY 1817-1890 — A British artillery officer, Lefroy was posted to Canada, 1842-53, where he was in charge of the original observatory building which once stood on the college campus. In 1843-44, he conducted extensive magnetic surveys and meteorological observations in the far northwest, which established more accurately the position of the magnetic pole. (S.A.C. building, University of Toronto.)

YORK MILLS — Commemorates the settlement and growth of this community, which was known originally as Hogg's Hollow. (York Mills Park, North Yonge Street, Metropolitan Toronto.)

ST. JAMES' CATHEDRAL — The first church in York (Toronto) was built on the site of the present cathedral, 1803-07. It was succeeded by a second building in 1831 and by the first cathedral in 1839. This in turn was destroyed by fire in 1849, and the present cathedral was begun in 1850, opened in 1853 and completed in 1874. (King Street East and Church Street, Toronto.)

C.W. JEFFERYS 1869-1951 — Commemorates one of Canada's outstanding historical artists. (At 4111 Yonge Street, North York, Metropolitan Toronto.)

JEAN BAPTISTE ROUSSEAU 1758-1812 — A French Canadian fur trader, he built a post at the mouth of the Humber before 1791. His knowledge of the region proved very useful to the founders of Upper Canada's new capital of York, of which he might be termed the first citizen. (Metro Park on east bank of Humber at foot of Riverside Drive, Toronto.)

BETHESDA CHURCH AND BURYING GROUND — Commemorates one of the earliest Lutheran congregations in Upper Canada, members of which came to the province in 1794. Their first church, built in 1820, stood near the site where the plaque is placed. (Lutheran cemetery, Kennedy Road, 1 mile north of Unionville.)

THE BERCZY SETTLEMENT 1794 — Commemorates the first settlement in Markham Township. In 1794 William von Moll Berczy (1748-1813) brought a group of German settlers into the area. Overcoming much hardship and sickness, they laid the foundations for a prosperous agricultural community. (Lutheran cemetery, Kennedy Road, 1 mile north of Unionville.)

Report of the Department of Public Records and Archives

MANUSCRIPT DIVISION

Government Records

Although as yet no systematized procedure has been established for transferring to the Archives government records no longer current but of lasting value, it is believed that the various Departments of Government are realizing that the Archives exists to help to solve the records problem. There appears to be greater co-operation in the matter of transferring records than has previously been the case.

From the Accounts Branch of the Department of Education we received a number of volumes, some giving a detailed breakdown of departmental expenditures 1869-1907, others dealing with teachers' pay lists and subscriptions to the pension fund 1868-1945. From these it is possible to obtain the names of teachers in the schools at specified times. Other receipts were an inventory of purchases for the Educational Museum and Library, 1853-1861, and the minutes of the Board of Trustees, S.S. 14, Wilmot Township, 1850-1877. Other Department of Education material which had been received earlier has been placed in filing boxes and arranged in a logical order. From time to time files of the correspondence in the Community Programmes Branch of the Department of Education have been examined and sample files have been added to those already transferred to the Archives.

A very large number of manuscript volumes of the Accounts Branch of the Department of Lands and Forests were examined and 571 volumes, taking up 55 linear feet of shelf space, were transferred. The items range from 1842 to 1924 and consist of letter-books, registers of letters, registers of sales and leases of land and timber limits, returns of timber agents, saw-mill returns, and relief land settlement registers.

The Archives has a number of Immigration Records for the early post-Confederation years when Immigration was a branch of the Bureau of Agriculture. A large amount of the correspondence for the years 1837-1887 has been arranged chronologically. A calendar of this is being prepared as well as a names catalogue. The latter should be helpful to those compiling family histories.

A further consignment of original sessional papers, printed and unprinted, petitions, and committee reports and proceedings was received from the Clerk of the Legislative Assembly. The terminal date of these records in the Archives is now 1908. All of this has been arranged in boxes and an inventory prepared. Many of the items are concerned with early railways in Ontario.

During the year a brief survey of manuscript material in the vaults of the Provincial Secretary's Department was carried out. The material covers the years 1839-1909. A description of these records was made but no transfer has been completed.

Plans of buildings in the Department of Labour were examined and, with the advice of members of the staff of the School of Architecture, a few plans were placed in the Archives.

Municipal Records

The following records have been copied on microfilm by the Archives through the kindness of various persons and organizations from which the originals were borrowed: Journals of the Counties of Lincoln, Welland and Haldimand, 1850-1853; Minutes of the Court of General Quarter Sessions for the Western District, 1821-1834; North Monaghan Township Municipal Records, 1852-1886, mostly assessment and collectors' rolls; Wolfe Island Township Assessment Rolls for 1868. The municipal records of Trafalgar Township, for some time in the Archives' possession and consisting mainly of collectors' and assessment rolls for the years 1823-1899, are now in the process of being placed on microfilm.

During the past year we have received 1,883 reels of positive microfilm from the Genealogical Society of Salt Lake City recording land titles and municipal records in southern Ontario. There are now on hand in our files approximately 6,500 reels of microfilm from this Society recording the land titles of all the counties of Ontario and the municipal records for the western counties of this province.

Non-Government Records

During 1960 the Archives has received a number of interesting additions to its manuscript holdings. Among them are the Smith and Chisholm Papers (1813-63), donated by Mrs. R.A. Carlton of Burlington and consisting chiefly of records of the firm of Smith and Chisholm, Merchants, Wellington Square. Papers relating to the Wellington Square Post Office (Hiram Smith was postmaster) and to the Gore Militia, with which the Smith and Chisholm families were associated, are also included. Some additional papers concerning Hiram Smith, donated by Miss Elizabeth Smith, have recently been added to this collection. The Aikins and Sutherland Papers (1837-1916), presented to the Archives by Mrs. F.C. Harrison of Toronto, consist of correspondence and other documents relating to James Cox Aikins, Senator, member of Sir John A. Macdonald's cabinets, and Lieutenant-Governor of Manitoba, and to his son-in-law, the Rev. Donald G. Sutherland, a Methodist minister and lawyer. There are also a few papers concerning James Sutherland (father of Donald), a steamboat captain who played a part of considerable importance in suppressing the rebellion of 1837. The diaries, correspondence and other papers (1820-62) of David Thorburn came to the Archives through the good offices of Mr. D. Martin Symons, Q.C., of Toronto. The diaries are the gift of his brother, Mr. John Thorburn Symons of Toronto; the rest of the collection is from the estate of his aunt, the late Rose Kate Thorburn Symons. These papers contain references to political events and to Thorburn's work as a Commissioner of Indian Affairs, as an investigator of land claims, and as Warden of the Niagara District.

Among the smaller groups of papers received this year are those of the Patterson family of Dunwich Township (1812-42), the gift of Mr. John E. Pearce of Wallacetown, Ontario. They consist mainly of letters from Thomas Talbot to Leslie and Joseph Patterson dealing with matters relating to the first Regiment of Middlesex Militia and of documents concerning church affairs and the sale of land in Dunwich Township. A group of papers relating to Dufferin County (1869-1913) was given to the Archives by Mr. A.M. McKittrick of Hamilton. They include manuscript and typescript historical sketches of towns, villages, and townships in Dufferin County, programmes of Dominion Day celebrations and lawn bowling tournaments, and business papers such as debentures. Some papers accumulated by Lieutenant James Wickens while on military duty in Canada as Deputy Assistant Commissary-General at Fort George were purchased by the Archives from Miss Jean Caston of Craighurst, Ontario. Covering the years 1821-39, they deal mainly with routine matters such as supplying provisions. A small group of papers relating to the history of St. John's Anglican Church, Ancaster (1827-9), was placed in the Archives on indefinite loan by the present rector, the Rev. W.A. Brown. The records of the Grimsby Presbyterian Church, 1831-88, were lent to the Archives through the good offices of Mrs. L.A. Bromley of Grimsby and placed on microfilm. A microfilm copy was also made of the registers of three Anglican churches in West Gwillimbury Township (1848-1929) which were borrowed from the Rev. E.R. Woolley of Bradford at the suggestion of Mr. George W. Stoddard of the Ontario Highway Transport Board.

Single items of special interest received during the year include a letter from Thomas A. Begley, Department of Public Works, Toronto, to H. Thompson, Manager, Consumers' Gas Company, Toronto, 6 December 1849, accepting an offer to supply

gas for the use of the Parliament Houses. This letter was donated to the Archives by the Hon. Robert W. Macaulay, Q. C., Minister of Energy Resources in the Ontario Government. A diary of Jonathan Sissons of Vespra Township, 1871-2, was lent to the Archives by his son, Professor C. B. Sissons of Newcastle, and a typescript copy made.

A number of acquisitions constituted additions to collections already in the Archives. Microfilm copies of typescripts of the Richard Cartwright Letter Books (1786-1812) in the Douglas Library, Queen's University, Kingston, increased our holdings relating to the Cartwright family. Photostat copies of five letters from Edward Blake to E. F. Jarvis, 1885-91, donated by Dr. W. K. Lamb, Dominion Archivist, were added to the Blake Papers. Mr. Huntley Gordon of Detroit, Michigan, kindly presented to the Archives a small group of papers concerning the Gordon family of Whitby Township. Typescript copies of some of these papers had been donated by Mr. Gordon at an earlier date. Through the good offices of Mrs. F. C. Hood of Toronto, manuscript and typescript copies of the autobiographic notes and diary (1786-1827) of Thomas Ridout and a typescript copy of notes made in Ridout's copy of the 1813 Quebec Almanac were obtained and filed with the Ridout Papers. Added to our holdings relating to T. C. Patteson is a microfilm copy of a typescript of his reminiscences written between 1903 and 1906. A manuscript entitled "Incidents in the Early History of the Baldwins" was lent to the Archives by Miss Susy Robinson of Toronto through the kindness of Mr. H. H. Guest of Winnipeg. A typescript copy was made and added to the Baldwin Papers. Some Gourlay family papers, 1811-1918, were borrowed from Mrs. C. Milani, Willowdale, and typescript copies made. (Copies of other Gourlay documents had been lent by Mrs. Milani last year.)

Perhaps the most important acquisition during 1960 was a positive microfilm copy (123 reels) of the C.O. 42 Series, covering the years 1841-67, purchased from the Public Archives of Canada. It comprises the despatches from the Governors of the Province of Canada and other colonial officials in the province to the Colonial Office, together with drafts. (A microfilm copy of the C.O. 42 Series for Upper Canada, 1791-1841, was purchased in 1959.)

Genealogical data on the Morden family (gift of Dr. Fred Landon of London, Ontario), the Secord family (gift of Mr. Frederick Secord of Chicago) and the Payne family (from the Tweedsmuir History of Dummer Township) were received during the year. Professor Donald Bethune Shutt, recently retired from the faculty of the Ontario Agricultural College, Guelph, placed a typescript copy of his memoirs in the Archives. Miss Alice Wetherell of Toronto donated a copy of an autobiography and family history written by the late Agnes Christine McGregor, for many years a member of the faculty of the School of Social Work, University of Toronto.

All the individual items and small groups of papers received during 1960 have been indexed, and other guides to some of them have been prepared; the Wickens Papers, the Patterson Papers, the Gordon Papers, and the papers relating to Dufferin County have been calendared. The organization of the Smith and Chisholm Papers and the Aikins and Sutherland Papers is nearing completion.

The collating of the C.O. 42 Series for Upper Canada with the Q Series, begun in 1959, was completed. Work has also been started on an even more useful, though an immense task, the compilation of a calendar of the C.O. 42 Series for the Province of Canada.

The organization of the Wallace Family Papers (Hon. N. Clarke Wallace, M.P. for West York 1878-1901, and his son, Captain T. G. Wallace, M.P. for West York 1908-21) was completed and an inventory prepared. Much progress was made in the organization of the very large collection of the papers of the Rev. Dr. H. J. Cody; those which, because of their historical value, are being retained by the Archives were separated from those which are not.

A visit was paid this year to the town of Hawkesbury and some records of the Hawkesbury Lumber Company (formerly Hamilton Brothers Company Limited) were



Maps are preserved in map cases.



Newspapers can be preserved by microfilming. Checking a volume of the London Advertiser preparatory to its being filmed.

obtained. Consisting of sixty-one volumes (1865-1926) — letter books, account books, cash books, etc. — these records came to the Archives through the good offices of Mr. H. Hustler of the Hydro Electric Power Commission of Ontario (which has secured the site of the lumber mill) and Mr. Alex Siversky of Hawkesbury, the present owner of the assets of the lumber company.

THE READING ROOM

During 1960 the number of persons using the facilities of the reading room was 1620, a decrease of 50 from 1959, but an increase over 1958. This is the first time since we began to keep attendance records in 1953 that the yearly total has been less than that of the previous year. A large percentage of those who used our material were university students, graduate and undergraduate.

THE LIBRARY

Additions to all divisions of our published material have been made during the year. To our extensive collection of municipal records have been added the minutes of the Dufferin County Council for November 1896, with committee reports of the same date including the inquiry into the financial affairs of the County of Dufferin. These were presented by Mr. A. M. McKittrick of Hamilton. The Journals of the United Counties of Lincoln, Haldimand and Welland for the year 1850 and of the United Counties of Lincoln and Welland, January 1851 - May 1853, were kindly lent for microfilming by Mr. W. H. Millward, clerk and treasurer of the County of Lincoln. It has been brought to our attention recently that some of our minutes of municipal council meetings appear to be the only copies in existence.

A number of books dealing chiefly with the political history of the Province of Ontario were presented by Mrs. Adam Ballantyne, Toronto. Among other important books of reference secured for the library were the first supplement to the *Bibliography of Canadiana* prepared and published by the Toronto Public Library, the *Catalogue of Canadian Newspapers on microfilm* compiled by the microfilm committee of the Canadian Library Association, and the Index to the *Canadian Historical Review* for the years 1941-49.

An almost complete set of the periodical *The Canadian Manufacturer* covering the period 1882 to 1897 was obtained for microfilming from the Canadian Manufacturers Association, Toronto. This should be very useful to students as no other library in the vicinity has a set of this work previous to 1910. Other periodicals, including publications of Ontario historical societies, have been secured when available to complete our collection.

Some interesting documents have been received from the Departments of Government. They include the report of the investigation into the financial affairs in York Township; the municipal audit report of the Corporation of the town of Eastview; the report of the committee on the organization of government in Ontario; the report on aircraft noise at Malton airport; and records of the committee of inquiry into the economics of the gold mining industry. The original Ganaraska Watershed Report, 1943, was borrowed for microfilming from the Department of Planning and Development. This is one of the two copies now known to be extant.

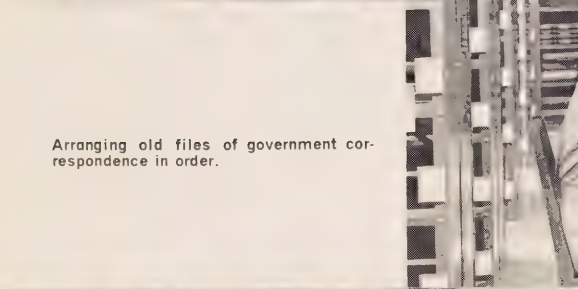
In addition to books, government documents, and published material on microfilm, a large number of pamphlets have been acquired and catalogued.

NEWSPAPERS

Twenty-six volumes of various Canadian newspapers which belonged to the Mackenzie-Lindsey Collection and which were overlooked when that Collection was placed in the Archives were received from the University of Toronto Library. Included



Loose manuscript material is placed in envelopes which are placed in document cases. Two archivists examine a document.



Arranging old files of government correspondence in order.



Important documents the originals of which may be in London, England, may be read in the Archives on a microfilm reader.

was a fairly complete file of *The Provincialist*, published in Cobourg and Hamilton 1848-1850. Apparently the existence of only one issue of this newspaper had previously been recorded.

The microfilming of newspapers has been continued. The *Sentinel and Orange and Protestant Advocate* is now, with a few gaps, available on film from 1875 to the end of 1925. The Toronto *Daily Leader* is now available from 1853 to 1869 (with 1866 missing at present). Files of the *Leader* have been lent to us by the Legislative Library and the Toronto Public Library. We have been enabled to fill in a number of years of the *Canada Farmers' Sun* by the loan of a file of this newspaper by the Library of the University of Western Ontario. We now have on film the complete newspaper 1892-1930. We have also placed on film all available copies of *The Provincialist*, mentioned above, and the *York Commonwealth* (1858-59).

MAPS

The following original maps were added to our collection during the year: a detailed map of Upper and Lower Canada and the Eastern Provinces of North America (Arrowsmith, 1838); a series of aerial photographic maps showing the International Rapids section of the St. Lawrence River, presented by the Hydro-Electric Power Commission of Ontario; a map of Ontario, 1886, drawn to accompany a report by a committee on the redistribution of Masonic districts, presented by Mr. Edward Phelps, Sarnia; also presented by Mr. Phelps, a map of a portion of Collingwood, 1875; a Department of Crown Lands map of Nipissing Township, 1881, presented by Mr. J. D. Millar, Deputy Minister of Public Works.

From the Dominion Archives we received a photostatic copy of Baron de Rottenburg's 1851 map of the Principal Communications in Canada West, especially useful for the roads shown. Dr. A.E. MacDonald allowed us to make photostats of three maps: Lake Superior, by Colton, 1871; North America, by Coronelli, 1688; North America, by Sanson, 1692. Photostats were also made, by permission of the owner, Dr. R.S. Harris, of Plan of the Ordnance Reserve, Toronto, 1862, by J. Stoughton Dennis; Town of Woodstock by Beard and Wonham, dated 1855; County of Middlesex by S.L. Peters, dated 1854; Map of the proposed railway from Ingersoll to Port Ryerse by Thomas Dyas, C.E.; River Niagara — a survey by Captain William Owen, 1817; Lake St. Clair by Bayfield and Renny, 1817; St. Mary's River by Bayfield and Collins, 1822; Montreal and harbour by Bayfield, 1834; Lake Huron by Bayfield, 1822; Toronto Harbour by Bayfield, 1828; Lake Ontario and the back communications with Lake Huron by Captain Owen, 1817.

During the year there were many requests for photostatic copies of maps. Many maps were also examined by government personnel, students, and others. Probably most of those interested were engaged in town planning, or were anxious to find land owned or occupied by ancestors.

All maps received were placed in map cabinets and catalogued.

PICTURES

During the past year there have been 2710 pictures received for the picture collection. Of these we have either original or copy negatives of 2401. Original pictures, that is old original prints or new prints directly made from original negatives, numbered 685. Over the year 1529 pictures came to the Archives through Dr. E. C. Guillet.

This year's accessions of pictures has increased over 1959 when 2368 were received. Over the last three years the collection has grown by a total of 7767 items.

In the last twelve months some 808 negatives have been made and processed by the Department of Travel and Publicity darkroom. Also 180 colour transparencies were made.

This year an effort has been made to record the calls made upon the pictures in the Archives. There have been 52 calls recorded for research of pictorial materials. Represented among these have been our own Department of Education; the National Film Board, film strip division; the Canadian Broadcasting Corporation Television; four publishers of school text-books; the St. Lawrence Development Commission, Upper Canada Village; three wellknown periodicals (*Chatelaine*, *Liberty* and *American Heritage*), as well as individuals.

Some subjects inquired after were: stone quarries of 1880, the elections of 1911, Col. G. T. Denison, the Ottawa Field Battery, Sir George Simpson, maple sugar making, the St. Lawrence Hall, fences, fashions and posters before 1850, and Louis Riel.

INFORMATION

The number of requests for information regarding our holdings and on matters connected with our history seems to be increasing yearly. Many are from genealogists to whom, if the information is readily available, replies are sent; if long searches are involved, the writers are referred to professional genealogists.

PUBLICITY

Again the Archives placed on display at the Canadian National Exhibition a number of documents and other material as samples of the information which can be obtained at the Archives.

As has previously been the case, *Ontario History*, the quarterly magazine of the Ontario Historical Society, contained copies of documents in the Archives and articles based largely on information obtained here.

SCHOOL EXHIBITS

Copies of documents illustrating certain aspects of Canadian history were sent to certain secondary schools. A special box containing similar documents is used by a member of the Royal Ontario Museum staff who brings school classes to the Archives building.

G. W. SPRAGGE,
Archivist of Ontario.

January 1961

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Report (of the
DEPARTMENT OF TRAVEL & PUBLICITY
Province of Ontario)
FOR THE YEAR 1961

BY THE HON. BRYAN L. CATHCART, MINISTER

Ontario Travel and Publicity Department

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FRONT COVER — One of the highlights of the 1961 travel season. The Fort Henry Guard is shown at the Crysler's Farm Memorial, during the opening ceremonies of Upper Canada Village, east of Morrisburg, June 24th, 1961.



THE HONOURABLE BRYAN L. CATHCART,
Minister of Travel and Publicity

TO:

THE HONOURABLE J. KEILLER MACKAY, D.S.O., V.D., LL.D.,
Lieutenant-Governor of the Province of Ontario, in Council

MAY IT PLEASE YOUR HONOUR:

The undersigned has the honour to transmit herewith the Sixteenth Annual Report of the Department of Travel and Publicity and the report of the Department of Public Records and Archives, for the calendar year, 1961.

I have the honour to be, Sir,

Your obedient servant,

A handwritten signature in blue ink, reading "Bryan L. Cathcart". The signature is written in a cursive style with a large, stylized initial 'B'.

Minister of Travel and Publicity.

Toronto, Ontario,
March 12, 1962.

Report of the Deputy Minister

TO: The Honourable Bryan L. Cathcart,
Minister of Travel and Publicity.

Sir:

I have the honour to present the Sixteenth Annual Report of the Branches of the Department with the exception of the Theatres Branch; covering the calendar year 1961.

Ontario has always enjoyed a major share of Canada's tourist trade partly through its strategic location next to the major population centres of the United States and partly because of an aggressive promotional programme, the varied attractions and the accommodations available and the services provided to the vacationing public. 1961 surpassed all other years in many respects. We had more tourists from foreign countries entering this Province than ever before and received a higher proportion of this traffic than in previous years when Ontario averaged 60% of the total entering Canada. In 1961 this rose to 74.4%. A total of 5,048,917 cars entered Ontario through Customs points which was an increase of 268,501, or 5.6 %, over last year. Looking at this in relation to what happened in other parts of Canada we find the next largest number of cars to enter any single province was 657,154.

Preliminary figures available from the Dominion Bureau of Statistics indicate that earnings for Canada from foreign visitors in 1961 amounted to \$473 million. Ontario's share of this revenue would be approximately \$354 million.

Certain areas of the Province had an added influx of tourists due to developments which created unusual interest. The opening of Upper Canada Village on the St. Lawrence River has created a major attraction which has been of considerable benefit to the whole of Eastern Ontario. Also, the opening of the Lake Superior section of the Trans-Canada Highway caused more people to enter Ontario through Sault Ste. Marie and Pigeon River ports of entry than at any time in the past. So great was the demand for information concerning this route that it was necessary to prepare a special publication in order to give adequate guidance to the motorist.

The steady improvement in accommodation offered at tourist establishments received added impetus as a result of legislation introduced in Ottawa in 1960 by which, under the Small Businesses Loans Act, Canadian Charter Banks may make loans up to \$25,000.00, repayable over 10 years, to proprietors of tourist establishments which have a gross revenue of not more than \$250,000.00. This was followed, in July 1961, by an amendment to the Industrial Bank Act which permits the Industrial Development Bank to provide financial assistance to tourist operators for capital expenditures where it is not possible to obtain loans elsewhere on reasonable terms and conditions.

A programme of matching grants to recognized regional tourist organizations which was implemented by this Department in 1961 has proved even more successful than anticipated. The results of the efforts of the 25 regional organizations presently formed will be apparent in 1962 and should bring added tourist revenue to the sections of the Province which they represent.

The reports of the Branch Directors are attached and, in conclusion, I wish to commend to you the efficiency, energy and loyalty of the staff who, through their combined efforts, have contributed so substantially to the continued success of this Department in the furtherance of its various undertakings.

GUY E. MOORE,
Deputy Minister.



PARTICIPANTS IN 18th U.S. EDITORS' GOODWILL TOUR OF ONTARIO, PHOTOGRAPHED AT KAKABEKA FALLS, JUNE 1961

Front Row — Left to Right: Kerth Tudor, Arkansas; Richard G. Lyttle, Colorado; Stuart R. Paddock, Jr., Illinois; Bruce E. Layman, Indiana; Leslie K. Hull, Iowa; Stewart Newlin, Kansas; Landon Willis, Kentucky; Philip Thompson, Maryland; James D. Haggerty, Massachusetts; Joe Kargol, Michigan.
 Second Row — Gordon Cloway, Minnesota; Victor A. Gierke, Missouri; Don Harpst, Nebraska; Willard Baelzner, New Jersey; Raymond J. Dulye, New York; Dave Whitchard, III, North Carolina; C. W. Frost, North Dakota; Albert Hunke, Ohio.
 Third Row — Edward K. Livemore, Oklahoma; Carl K. Groth, Pennsylvania; Ben Davies, South Carolina; George M. Hunter, South Dakota; Ray Baird, Tennessee; Tom S. Whitehead, Sr., Texas; Lloyd T. Page, Jr., Virginia; James Comstock, West Virginia; Ken Larson, Wisconsin.

Report of the Division of Publicity

Included in the varied and wide features of Ontario's travel advantages, the year 1961 developed two new features that attracted wide attention and were included in the general publicizing programme of the Division of Publicity. These were the advantages of the Lake Superior Circle Tour, made possible by the opening of the Trans-Canada Highway, Sault Ste. Marie to the Lakehead cities, and the opening of Upper Canada Village on the St. Lawrence River.

Interest from various parts of the United States and Canada indicated the importance of new features in the travel industry, and forecasts are that these features in particular will continue as major attractions for the next few years.

Publicizing of the travel industry chiefly, and the Province's economic advantages continued as the major operations of the Division. General reports indicated the year was a good one for all operations allied with the travel industry.

Indicators showed an increasing interest in the travel advertising and promotional literature. Volume of inquiries totalled 264,767, an increase of about 5 % over the previous total of 252,547. Inquiries from the United States programmes of advertising rose to 170,459 compared with 167,083 in 1960, and in Canada to 90,460 from 80,418. An increasing volume of inquiries from within Ontario indicate a growing interest in vacationing right here at home by our own people and in the "Know Ontario Better" campaign, in both newspapers and on radio.

It is noted that while demands continue for an extension of the travel industry beyond the peak months of June, July, August and September, the Division's advertising and promotion campaign extends throughout the twelve months. It commences with the Winter Sports schedule in January-February; the blossom festivals in mid-May; the major part of the vacation season from June to September, and in late September stresses the fall colour-festival activities. Hunting in fall is stressed in various outdoor magazines in the U.S., answering the northern outfitters' and hunters' camps.

Compilation of the various activities follows:

The value of direct distribution of varied types of brochures and folders over a period of many years has continued to be encouraging. One new folder was added during 1961 to those already in existence; all have been revised and edited. The following is a summary of items printed or prepared by this Division and distributed to all sections of the Department.

TRAVEL		GENERAL	
Booklet "Ontario for a Refreshing Vacation"	400,000	Ontario Government Services	1,010,000
Angling	300,000	Travel News	55,000
Camp Sites & Roadside Parks	225,000	Annual Report of Department	2,000
Circle Tours (Lake Superior)	100,000	Directory and Guide to Services of Ontario Government	6,000
Our Vacation in Ontario # 1	100,000	Parliament Buildings Folder	100,000
Our Vacation in Ontario # 2	100,000	Post Cards	200,000
Cruising Ontario Waters	75,000	Puzzles	100,000
Appendix to Cruising	25,000	Ontario, Canada's Heartland	200,000
Golf Guide	25,000		
Travel Tips	400,000	TOTAL	1,673,000
Things to See and Do	350,000		
22 Planned Motor Tours	200,000		
33 Vacation Areas (English)	100,000		
33 Vacation Areas (French)	100,000		
Winter Sports	50,000		
Winter Sports Accommodations	50,000		
TOTAL	2,600,000		
		WHERE TO STAY IN ONTARIO	
		Where to Stay (Area sheets)	211,200
		Where to Stay (Bound Books)	300
		TOTAL	211,500

PROMOTIONAL ITEMS

Lapel Buttons	100,000
Coasters	200,000
Match Books	450,000
TOTAL	750,000

Following is the complete total of items quoted:

Travel Publications	2,600,000
General Publications	1,673,000
Where to Stay	211,500
Promotional Items	750,000
GRAND TOTAL	5,234,500

ADVERTISING IN THE UNITED STATES**MAGAZINE ADVERTISING**

Advertisements in black and white, ranging from 50 lines to 100 lines and $\frac{1}{4}$ page to $\frac{1}{2}$ page, were placed with leading magazines of various classes. These included consumer or family type, outdoor, women's, and educational magazines. Timing of appearance is an important part of advertising, to coincide with vacation planning. These advertisements appeared in February, March, April and May, to attract the summer visitors, and September issues to appeal to hunters. 24 illustrations were used according to the type of magazine in which they were placed and the period of the year they were published. The number of magazines carrying advertising was 20. The response by inquiries showed an increase of about 5%.

NEWSPAPERS

93 daily newspapers were used during 1961. The sizes of the advertisements were 75 lines or 300 lines, in a series of 10, the former used on 3 printings and the latter on 8 occasions to the newspapers showing the most productive volume of inquiries. Some newspapers were dropped from the preceding year's list due to low pulling power of coupons and others added to test their drawing powers. By States, the numbers of newspapers utilized were: California, 2, Colorado 1, Connecticut 2, Delaware 1, District of Columbia 3, Florida 4, Georgia 1, Illinois 6, Indiana 5, Iowa 1, Kansas 1, Kentucky 1, Maine 1, Maryland 1, Massachusetts 5, Michigan 3, Minnesota 3, Missouri 3, Nebraska 1, New Jersey 3, New York 15, Ohio 11, Oklahoma 2, Pennsylvania 7, Rhode Island 1, Texas 4, Virginia 1, Washington 1, Wisconsin 3. The total response in inquiries showed an increase over 1960.

RADIO BROADCASTS

From April to June, a period of six weeks, radio was used widely and successfully as an advertising media in 11 States. Approximately one minute spots were used on 71 stations, although the number of occasions they were broadcast varied with the stations employed. By State, Michigan was used to the extent of 9 stations with a total of 214 broadcasts, Ohio over 13 stations totalled 312, Indiana with 8 and 180, New York 13 and 324, New Jersey 1 and 12, Pennsylvania 12 and 282, Minnesota 3 and 72, Wisconsin 6 and 162, Illinois 3 and 57, and Iowa 1 and 18. Florida, which had a campaign of three weeks only, received 33 spots over 2 stations. A total of 1,666 occasions drew nearly 25,000 inquiries establishing a new volume record for this media.

FEATURETTES

To obtain wider use of pictures, this mat service has been used. Six pictures with appropriate captions and descriptive materials pointed up the beauties, sports and amusements throughout Ontario. These were distributed through a mat agency to several hundred U.S. weekly newspapers, many of which used the picture mat as submitted to them. This enabled information on Ontario to reach the smaller cities and towns not covered by other advertising schedules; it is considered good supplementary publicity.

ADVERTISING IN CANADA

MAGAZINES

Advertising was placed in 30 of the leading national magazines, chiefly in English. Some French publications were used in which the advertising was printed in French. Size and appearance varied with the type of medium used. The majority were in black and white, with one magazine carrying a two-colour advertisement, and four rotogravure sections of weekly newspapers allotted four colour layouts. Inquiries were above the volume of preceding years.

ONTARIO RADIO

Special Events and Programmes were as follows:

Blossom Week during mid-May in the Niagara Peninsula, Thornbury, Bruce Peninsula and other fruit farming districts.

Week End broadcasts during July and August—a special spot programme based on the “KNOW ONTARIO BETTER” theme.

Grape Festival September 28 to 30. A special programme in the southern area pointing up the festival and selection of a Grape King and Queen.

Fall Festival of Colour A radio programme at the end of September publicizing the beauties of the resort areas glowing with the turning colours of autumn, pointing to fall festivals in particular.

ONTARIO NEWSPAPERS

From April 10 to June 5, Ontario daily and weekly newspapers received a series of advertisements. A total of 44 daily papers carried five advertisements and approximately 270 weekly papers carried three. The size of these was 300 lines, and carried the slogan "HAVE THE TIME OF YOUR LIFE."

ETHNIC PRESS

In the languages of their homelands, new Canadians were invited to visit the resort areas of Ontario, and see the beauty of the province, partake in sports and entertainment, and learn our history. 42 newspapers carried advertisements of 345 lines, which brought many inquiries to the department.

WINTER SPORTS PROGRAMME

Newspapers and Radio

In thirteen Ontario newspapers four advertisements were placed, two in January and two in February, reminding ski, curling and winter sports enthusiasts of opportunities to obtain these sports at winter resorts, almost at their own doorsteps.

A limited radio programme was also used, and broadcasts were made over the major centres during January and February, totalling 32 occasions.

Resort owners operating in the areas featuring winter activities report that this campaign did much to contribute to the success of their winter business operations.

DESCRIPTION OF TRAVEL BROCHURES

Lure Book

400,000 printed, bearing the title "ONTARIO FOR A REFRESHING VACATION." The front cover carries an attractive scene in colour, typical of rivers and islands with lodges to be found throughout Ontario. The back cover shows examples of the flora and fauna native to the province. 42 pages carry pictures in colour of scenes from all areas, with suitable captions. A short message from the Minister, the Honourable Bryan L. Cathcart, is contained therein and invites the reader to inquire of this department for detailed travel information. As indicated by the number of these books printed annually, many thousands of people take advantage of this travel service. The book has been widely commended.

Travel Tips

475,000. This booklet, small in size, but large in information on all subjects as applying to travel in Ontario, is compiled to enlighten the traveller on details not found in other of our specialized brochures or folders. 40 different subjects or questions are answered with information on each. A reprint of 75,000 added to the original number of 400,000 was necessary in order to fill all the requests for it.

Angling	A folder of much significance to the amateur fisherman. The cover illustration shows the relative size of a small boy and a huge muskellunge caught in Ontario waters. The inner pages give fishing seasons, governmental regulations, and types of fish to be found in the waters of Ontario's 33 vacation areas.
Campsites and Roadside Parks	A book containing over one hundred pages of detailed information on camping, roadside parks and recreation areas throughout Ontario. As the number of campers increases annually, requests for this booklet become greater; it has been well received by the tenting and trailer enthusiast. 225,000 were needed to meet the request for this publication.
Circle Tour of Lake Superior	50,000 printed originally, with a reprint of 50,000 to meet added requests. This booklet reviews in detail the Ontario section of Lake Superior, with passing reference to a suggested route in the United States. The entire tour from Sault Ste. Marie, returning to starting point covers 1,067 miles, but the folder is concerned chiefly with points of interest and stopovers in Ontario. An item for the person who prefers to drive and see interesting sights in preference to vacationing at a summer resort.
Our Vacation In Ontario # 1	An illustrated book in colour of a suggested sightseeing tour through Ontario as seen by a typical family of four. Finished in the comic book format appealing to young people, they learn of Ontario through pictures. Although not a new book this year, it remains much in demand.
Our Vacation In Ontario # 2	The family takes a second tour of Ontario. This touches other points of interest and is equally as popular as book number 1. Reprinted from previous years' orders.
Cruising Ontario Waters	75,000, completely revamped and edited. As the name implies, this 24 page book offers information and suggestions as to cruising Ontario lakes and rivers, illustrated with scenes to be viewed from boats, showing points of interest. It contains a great deal of pertinent miscellaneous information valuable to the sailor.
Cruising Appendix	25,000 printed. This is additional information on dock-side services obtained from major oil companies, and gives itemized particulars as to facilities at all ports of call and along water routes.
Golf Guide	25,000 small folders, not illustrated. Listing golf clubs' operations, and giving the dates of both men's and women's matches or tournaments.

Things to See and Do	350,000 large folders printed and illustrated in two colours. The large number printed and distributed annually is indicative of the popularity of this brochure. No information on interesting sights and activities has been overlooked in this presentation, and as a guide to a pleasure filled vacation in Ontario it is invaluable to young and old.
22 Motor Tours	200,000. Suggestions for the vacationing motorist who prefers to travel rather than to stay in one place. Gives mileages, sight-seeing spots and interesting stopovers along the routes. Additional information is on the Trans-Canada highway and alternate route.
33 Vacation Areas	400,000 folders. A brief introduction to each area of the province, with full colour illustrations of various scenes. A diagram of Ontario is centred in this brochure to acquaint the reader with the location of each area. The number printed and distributed points to the popularity and usefulness of this folder.
33 Regions De Vacances	50,000. This is the French version of 33 VACATION AREAS, published to meet the many requests received from persons to whom the French tongue is more familiar.
Winter Sports	50,000 printed to publicize amateur and professional sports. This includes curling, hockey, skating and skiing. Each of the 33 areas is given coverage according to the information received in this Division.
Winter Sports Accommodations	50,000 to be distributed with requests for the WINTER SPORTS folder. A complete list, by district, of hotels, motels and lodges continuing open during winter to accommodate the sports enthusiast. Describes the type of accommodation available with, briefly, the sports for which the district is noted.

GENERAL PUBLICATIONS

Ontario Government Services

This report of the services of the Ontario Government available to the people is published on the first day of each month with the exceptions of August and January. It retains its proven successful format, featuring an extensive article on the specialized work of any given department of the government, items of interest arising at Queen's Park and a list of coming events for the forthcoming month. It is available to any interested party and many thousands of names are on file for mailing purposes.

Travel News	An assortment of news items from all sections of Ontario. Complementing Ontario Government Services, but dealing more specifically with items of travel interest. Mailed chiefly to editors of newspapers throughout North America but available to any other persons on request. Newspapers often use items from this publication in their entirety. The paper also carries eye catching pictures and a detailed monthly list of all reported coming events, sports, conventions and meetings.
Annual Report	2,000. The report of the Honourable, the Minister, and departmental branches. Written by each branch or division; gathered and published by the Division of Publicity. Detailed reports on the activities and achievements of the various branches throughout the past year. Not for general distribution but available upon request.
Directory	6,000, entitled "DIRECTORY AND GUIDE TO SERVICES OF ONTARIO GOVERNMENT." A book of almost 300 pages outlining the work of each department, giving names of key members of the staffs, and lists of publications. The book also lists Members of the Ontario Legislature with their ridings, Members of the Executive Council, and of Lieutenant Governors and Prime Ministers of Ontario.
Heartland	150,000 printed, the title "ONTARIO, CANADA'S HEARTLAND OF INDUSTRY, FINANCE, CULTURE." A book of 40 pages of economic interest to the reader. It covers all phases of growth and expansion of the natural benefits of the province by the government and people. Persons in foreign countries find this book of great interest and value. Some 50,000 of this publication were produced for use of Ontario House, London, England.
Parliament Buildings	100,000 folders giving information on the architecture of the Buildings, Armorial Bearings of the Province, and high officials of the government. A folder in colour, illustrated with views of the Buildings and data of the ceremonies pertaining to the opening of sessions.
Post Cards	200,000 comprised of eight varied subjects and views in full colour. For distribution chiefly at the 16 Reception Centres of the Information Branch, for the use of tourists. They are also excellent souvenirs of a trip through the province, reminding the visitor of sights he has seen and places visited. A popular item.

Puzzles	100,000 of this ever popular jigsaw puzzle of Ontario. The pieces are shaped on the boundaries of the counties, and the whole when in place forms the province. A favourite item with school children, educational and entertaining.
Where To Stay	196,500 originally printed, with a reprint of 15,000. From this number, 300 bound books were assembled containing the listings of accommodations in each of the 33 areas, with index. Distributed by area to prospective visitors desiring information on specific districts.

PROMOTION ITEMS

Buttons	100,000. These lapel buttons, chiefly for wearing by young people, and acceptable by them are printed in colour with a picture of an R.C.M.P. officer, with the words, "I visited Ontario."
Coasters	300,000. An aluminum coaster, strong enough to be used as an ash tray, embossed with a coastal lake scene and the Coat of Arms of Ontario. Imprinted also, is the slogan "Ontario, Canada's Variety Vacationland." Included in the number mentioned is a re-order of 100,000, this being a very popular item.
Matches	A total of 450,000 match books, including a re-order of 200,000. Printed with the Ontario Coat of Arms it has an attractive cover, and is very acceptable. Distributed free as souvenirs at all the Ontario Government Reception Centres.

EDITORIAL PUBLICITY KITS

Approximately 100 of these kits, comprising selected photographs, articles written in this Division, and pieces of travel publications, with a covering letter, were mailed to travel editors of newspapers in the United States where our advertising was placed. From this we received much publicity, which if bought by lineage would have resulted in a considerable sum of money.

A similar package of material was also mailed to 60 Ontario daily and weekly newspapers, which also resulted in much additional publicity during the travel season.

ETHNIC NEWSPAPER ADVERTISING

A total of 42 newspapers in a variety of languages informed New Canadians in their own language of the services of the various government departments, in a series of monthly advertisements.

PERSONAL SERVICES

Members of the staff have been available at all times for their attendance at outstanding events. One of these is the annual U.S. Editors' Tour of Ontario supervised by the Photography Branch, and which is attended by a writer from this Division, whose daily articles are transmitted regularly to the newspaper represented by the editor on the tour. Speaking engagements have also been filled, and conventions and conferences attended when essential.

The index to "WHERE TO STAY IN ONTARIO" was edited and revised this year in this Division.

The schedule of the advertising programme for 1961 was prepared, assembled and distributed from this Division in answer to requests of resort owners planning an advertisement of their own to coincide with the Ontario advertisement.

N. O. R. G. L. A. C.

The Division of Publicity joined with other members of the Northern Great Lakes Area Council in a series of advertisements in four U.S. magazines during March and April, and six advertisements in several U.S. daily newspapers.

ADVERTISING BY OTHER DEPARTMENTS

Some accounts of advertising by other departments were passed to the Director for approval in accord with a ruling made by the Provincial Auditor.

G. W. HOGARTH,
Director, Division of Publicity.

Report of the Development Branch

The Development Branch is particularly charged with the administration and enforcement of the provisions of The Tourist Establishments Act and Regulations made thereunder, the administration of legislation respecting grants to approved regional organizations and with "encouraging and promoting improvement in the standards of accommodation, facilities and services offered to tourists" (Travel and Publicity Act). In the simplest form the objects are to effect improvement and development of travel amenities in Ontario in order that vacations spent here will be more interesting and enjoyable.

ORGANIZATION

In addition to the head office located at 67 College Street, Toronto, four regional and thirteen district offices are maintained at strategic centres in Ontario for the purpose of administering the responsibilities of the Branch effectively and to place the services offered within easy reach of the consumers: tourist operators, local and regional tourist associations, chambers of commerce and others interested in and benefitting from the tourist industry. In working very closely with tourist organizations, assistance is provided in the form of advice, suggestions and counsel. This service has proven itself to be greatly appreciated by the recipients.

LICENCES TO OPERATE AND PERMITS TO ESTABLISH

Under provisions of The Tourist Establishments Act, all licences for tourist establishments are issued by the Development Branch. Also, before any tourist establishment is erected or converted, a Permit to Erect or Establish by this Branch is necessary.

A total of 7,103 licences were issued in 1961. Of this number 1,725 were issued to tourist outfitters' establishments, which are sportsmen's camps situated in that part of the Province lying northerly and westerly from the Canadian National Railway line extending from Parry Sound to Pembroke and including the "hinterland area" up to the 54th degree parallel of latitude.

A total of 339 Permits to Establish were granted. These consisted of 91 issued for motels, 117 for cottage resorts, 64 for camping establishments and 67 to all other types of establishments.

There has been an increase of about one third in the number of Permits to Establish issued during 1961 over the number issued in 1960.

INSPECTIONS AND ENFORCEMENT

During the year, 11,780 visits of all types were made by the field representatives. Of these 6,877 were inspections of tourist establishments and tourist outfitters' camps and of the latter, 1,096 inspections were conducted. 2,647 tourist establishments and 155 tourist outfitters' camps were visited more than once. 2,083 visits were made by the field staff with municipal, public health and law enforcement officials, as well as the executive officers of local area and regional tourist organizations. Also, a percentage of these calls were made with prospective operators.

At the time the visits were made at certain tourist establishments, it was found that immediate improvements, some of a minor nature, were required at 1,262 establishments in order to ensure that conformity to the minimum requirements under The Tourist Establishments Act was effected. In all these cases the operators were advised verbally at the time of inspection and later the requirements were confirmed by letter. Upon recheck of the abovementioned places, it was found that 952 conformed with the requirements within the specified time and that 325 were given until the commencement of the 1962 season to complete major improvements. 84 operators either failed or refused to attempt the required improvements and these were referred to Head Office and dealt with by the Chief Inspector or the Regional Supervisors.

A total of 2,993 letters were sent to operators of tourist establishments by the field officers concerning improvements, advice on various aspects of the operation and many other items related to the improvement of the accommodation, services and facilities being offered to the travelling and vacationing public. 1,385 reports of a special nature were completed by the field staff and these covered such items as results of meetings attended, occupancy checks, investigations of complaints, attendance at special meetings such as the Recreational Land Use Committees.

NEW CONSTRUCTION

There was an increase in the number of new establishments constructed in 1961. Activity and interest in providing more and better accommodation and facilities were evident and the projects undertaken were in most cases large and of a good quality. Cottage construction is reported to be continuing at the same steady rate as in previous years. There are now good quality housekeeping units being offered to the vacationing public. A large number of these have been added to existing establishments. There was a large number of camping establishments constructed during the year. Some of these were added to existing tourist establishments which already offer a variety of accommodation.

The attitude of operators and builders in seeking all possible technical advice is indicative of their sincere desire to provide the type of accommodation demanded by the travelling and vacationing public.

A comprehensive breakdown of new construction, additions to existing establishments and renovations to existing units will be found in Charts 1, 2 and 3, at the end of this report.

PUBLICATIONS

The Development Branch has continued to prepare for printing and general distribution to tourists, a 500 page informative guide to accommodation with 33 sections, entitled "Where to Stay in Ontario", and a 107 page publication called "Campsites and Roadside Parks in Ontario". Each had a total distribution of well over 200,000 copies. Material for the publications entitled "Winter Sports in Ontario" and "Ontario, Famous for Winter Sports", which are used to increase interest in winter holidays in Ontario, was gathered and prepared for printing and distribution. These publications are printed and distributed by other Branches of the Department.

There are a number of booklets prepared, printed, published and distributed by the Development Branch for the use of operators and prospective operators. These are of a semi-technical nature and deal with various aspects of the operation of tourist es-

tablishments and the providing of services and facilities to the travelling and vacationing public. These booklets are entitled:

“Motels in Ontario”—48 page booklet, covering planning and construction.

“Lodge and Cottage Resorts”—78 page booklet, which includes an operational guide and further details on planning and construction.

“Recreation in Ontario Tourist Establishments”—80 page booklet, which contains a guide to operators on various types of activities for guests.

These booklets have been warmly received by the industry and welcomed as a basis for technical information, since there are no other sources of direct reference for the use of operators produced elsewhere in Canada.

Also, a number of smaller booklets are written, prepared, printed and published by the Branch, which deal with more specific items of operation.

Those at present being distributed, or in the process of being printed, are:

“Soundproofing”

“Wells and Water Supplies”

“Foundations, Basements and Masonry”

“Windows and Ventilation”

“Woodframe Construction”

“Trade Publications and Reference Books”

It is expected that during the fiscal year 1962-63 a number of additional booklets will be produced. One of these will contain hints on establishing a camping park. Another one will deal with the financial aspect of tourist operations.

A preliminary inventory of Ontario's Recreation Resource is being completed by the Branch. The project involves an inventorial report completed for each Tourist Region. These will be supplied to the respective Regional Tourist Organizations for use in planning systematically, the development of the Recreation Resource and in so doing, positive steps will have been taken to develop the great tourist potential of Ontario.

COMPLAINTS

All complaints received by the Department are processed and acknowledged by the Development Branch. Those which come under Departmental authority are fully investigated. A total of 101 formal and 14 trivial complaints were received and processed in these offices. This represents a decrease over the number received in 1960.

Many of the complaints concerned matters outside the jurisdiction of this Department and these cases were referred to the authorities concerned.

Others, which were satisfactorily resolved in virtually all instances, fell primarily upon misrepresentation, clash of personalities, failure to acknowledge reservations, overcharging and refusal to refund, poor accommodation and misleading advertising. Where indicated, an investigation is conducted and if necessary, remedial action follows.

Letters containing favourable comments and praise, as well as constructive criticism, are received in increasing numbers. Often the Department is commended for its programmes of internal development of the industry, publicity and dissemination of information. The major subjects of favourable comment are about our superior highways, sincere friendliness of the people, public parks, points of historic interest, good accommodation, scenery and many other items, all of which commend Ontario as a pleasant place in which to spend a holiday.

SURVEYS

The Branch continued its programme of conducting Community Surveys designed to measure the impact of tourist spending on the economy of the communities concerned; and to provide a more definitive understanding of the domestic and foreign travel patterns. In 1961, five such Surveys were completed at the following centres: Fort Frances, Geraldton, Blind River, Parry Sound and Westport. Reports of the findings will be available to the communities to which the Surveys pertained and further copies are available for interested persons or communities.

To date, eleven Community Surveys have been completed by the Branch. A composite report is being prepared, which will provide a more definitive understanding of the domestic and foreign travel pattern in Ontario and a graphic illustration of the benefits derived from travel in Ontario and ultimately will provide a better understanding of the many complex factors affecting Ontario's tourist industry.

REGIONAL ORGANIZATION

To systematically effect development and promotion of Ontario's tourist industry regionally, the Branch continued to assist in the formation of Regional Tourist Organizations or Travel Councils. In respect to developing and promoting Ontario's tourist potential, the formation of Regional Travel Councils is considered to be essential, since the structure of the promotional activities of the Provincial Government and those of the individual operators and local groups is such that a great void exists between the major interests and objectives of each level. The advertising and promotional campaigns of the Government cannot be directed towards the promotion of particular areas. Rather, its concern is focused on the Province as a whole. The individual operator or local group, on the other hand, is restricted in any promotional activity by limitations imposed by a relatively small budget and market. Alone, it is difficult to attract effectively visitors to a particular tourist region. Regional Travel Councils have been established to bridge the gap between the local or individual level and the provincial level.

The functions of these Regional Travel Councils or Organizations are:

- (1) To provide a representative body to discuss local problems and to provide an organized voice for tourism in the region.
- (2) To spearhead the development of local features and attractions and activities.
- (3) To promote the tourist resources of the Region.
- (4) To act as a liaison group with legislative bodies of Government—municipal, provincial, federal.

- (5) To undertake local research projects to determine the best ways and means.
- (6) To co-ordinate the development and promotional efforts of local groups.

Twenty-five Regional Tourist Organizations have been formed and are at present planning a systematic approach to the problem of increasing Ontario's second largest foreign-currency-earning industry. The Branch subscribes to the principle that Regional Tourist Organizations can play a most worthwhile function in the total impact of tourist promotion. It is a development which should receive the assistance, encouragement and support of individuals and citizen groups in the respective communities.

ADMINISTRATION OF GRANTS TO REGIONAL TOURIST ORGANIZATIONS

The need for representative groups capable of carrying out certain important functions at the regional level being recognized by the Branch, the establishment of vigorous Regional Tourist Organizations was effected. Accordingly, the Government passed legislation in 1961 which enables matching grants to be made under specified conditions, to approved Regional Tourist Organizations. The maximum amount of grant to each organization in any one year is \$5,000. The money will be utilized to fulfil the three main functions of a tourist programme: Internal Development of the Recreation Resource, Promotion of this Resource and Dissemination of Information.

Ontario is richly endowed with both existing and latest attractions and other travel amenities, all of which require developing into marketable tourist products. The monetary assistance provided by Government in 1961 for the maintenance, development and promotion of Ontario's tourist industry, is already being advantageously utilized. Grants for these purposes were made to 15 approved Regional Tourist Organizations. With one exception, all amounted to the maximum of \$5,000. Time alone will substantiate the wisdom of this legislative programme.

STATE OF TRADE

During the early part of the 1961 "Tourist Season" various conditions appeared to affect the visitor industry here. Forest fire conditions in the northwestern portion of Ontario and misinformed reports thereof tended to deter tourists from visiting those areas during July. However, conditions generally improved at a later date and reports have confirmed that, although our visitors according to established trends continued to shop for best value, the volume of traffic increased considerably and revenue from the tourist industry will no doubt prove to surpass that of 1960. It is interesting to note that reports received indicate revenue in tourist establishments in 1961 may be slightly less than in 1960, while generally in the province it is considered to be greater. This may be attributed to the increased use of public parks and the vacationing trend to private cottages and visiting friends and relatives.

Since the impact of tourist spending has a significant beneficial effect upon the economy of Ontario generally, the factors which contribute to the maintenance and further development of tourism warrant the attention and serious consideration of individuals, citizen groups, associations, chartered banks as well as tourist groups which are at present actively engaged in attempting to attract a greater volume of vacationers.

J. R. McHATTIE,
Director, Development Branch.

CONSTRUCTION OF TOURIST ESTABLISHMENTS

Chart 1. This chart shows the breakdown by district of the 217 completely new establishments with a total of 1,944 units that were built in 1961.

	Motels # Units	Cottages # Units	Cabins # Units	Lodges # Units	Hotel & Inn # Units	Trailers # Units	Other # Units
Orillia	4 43	9 29					
Peterborough	2 28	13 43	2 5		1 5	9 318	
Huntsville	2 12	27 81	3 11	2 14	2 13	11 266	
Arnprior	5 95	12 44	1 6	1 8	1 40		1 5
Napanee	4 97	6 21			1 9		
Kitchener	9 152						1 5
London	3 23	4 10					
Owen Sound	7 64	2 8	1 3				
North Bay	8 109	6 28	1 3		1 10		4 --
Parry Sound	4 31	2 7	1 1				1 1
Kenora	3 32	5 19		1 1			2 30
Fort William	5 31	3 6					1 5
Sault Ste. Marie	3 45	9 41	2 6	8 41	1 13		1 26
TOTALS	59 762	98 337	11 35	12 64	7 90	20 584	10 72

Chart 2. This chart shows the breakdown by district of the additions that were built at 362 existing establishments with a total of 1426 units.

	Motels # Units	Cottages # Units	Cabins # Units	Lodges # Units	Hotel & Inn # Units	Trailers # Units	Other # Units
Orillia	4 18	4 7		4 16			
Peterborough		19 53				6 219	1 3
Huntsville	7 37	34 40	2 4	17 67	1 1	15 168	
Arnprior	13 76	23 30	2 4	5 6			
Napanee	2 20	8 11		6 10			
Kitchener	13 147						
London	8 84	2 5					
Owen Sound	7 46	10 13	1 4				
North Bay	12 53	15 20	2 3	2 2			
Parry Sound	9 35	31 42	5 6				
Kenora	7 35	18 23	1 1	13 15			
Fort William	11 50	2 4					
Sault Ste. Marie	3 13	6 10	11 25				
TOTALS	96 614	172 258	24 47	47 116	1 1	21 387	1 3

Chart 3. This chart shows the breakdown by district of the reconstructions that were made at 85 existing establishments with a total of 224 units.

	Motels # Units	Cottages # Units	Cabins # Units	Lodges # Units	Hotel & Inn # Units	Trailers # Units	Other # Units
Orillia				1	5	1	9
Peterborough							
Huntsville	2	5	11	30	5	16	12
Arnprior			5	8			26
Napanee	2	9	3	4	2	8	
Kitchener	1	1					
London			1	1	1	10	
Owen Sound			1	1			
North Bay			2	4			
Parry Sound			1	4			
Kenora	1	1	14	32	2	13	17
Fort William							37
Sault Ste. Marie							
TOTALS	6	16	34	84	10	47	30
					68	1	9
						---	---

Chart 4. District offices have administrative areas as follows:

ORILLIA DISTRICT —	Simcoe, part of York, part of Ontario, Dufferin.
PETERBORO DISTRICT —	Durham, Northumberland, Peterborough, Victoria, part of Ontario.
HUNTSVILLE DISTRICT —	Haliburton and Muskoka.
ARNPRIOR DISTRICT —	Part of Renfrew, part of Hastings, Carleton, Dundas, Glengarry, Grenville, Lanark, Prescott, Russell, Stormont, Leeds.
NAPANEE DISTRICT —	Prince Edward, Frontenac, Lennox and Addington, part of Hastings.
KITCHENER DISTRICT —	Welland, Lincoln, Wellington, Waterloo, Wentworth, Halton, Peel, part of York.
LONDON DISTRICT —	Essex, Kent, Lambton, Elgin, Middlesex, Oxford, Norfolk, Brant, Haldimand.
OWEN SOUND —	Grey, Bruce, Huron, Perth.
NORTH BAY DISTRICT —	Part of Nipissing, Temiskaming, eastern part of Sudbury, eastern part of Cochrane.
PARRY SOUND DISTRICT —	Parry Sound, part of Nipissing, part of Renfrew.
KENORA DISTRICT —	Kenora, part of Rainy River.
LAKEHEAD DISTRICT —	Thunder Bay, south eastern part of Rainy River, western part of Cochrane.
SAULT STE. MARIE DISTRICT —	Algoma, Manitoulin, western part of Sudbury.

T.E.—TOURIST ESTABLISHMENT
T.O.—TOURIST OUTFITTER
EST.—No. OF ESTABLISHMENTS
R.U.—RENTAL UNITS OF ACCOMMODATION
AVAILABLE TO VACATIONISTS

APPENDIX A
TOURIST ACCOMMODATION IN ONTARIO BY INSPECTORAL ZONES
AND TYPE OF ESTABLISHMENT

INSPECTORAL ZONES		MOTEL		COTTAGE		CABIN		LODGE		INN		TOURIST HOME		Trailer & Tent Establishment		DISTRICT TOTALS		YEAR ROUND OPERATIONS
		Est.	R.U.	Est.	R.U.	Est.	R.U.	Est.	R.U.	Est.	R.U.	Est.	R.U.	Est.	R.U.	Est.	R.U.	
Orillia	T.E.	77	963	310	2146	229	2213	79	1958	24	555	9	64	17	477	745	8376	70
Peterborough	T.E.	68	1021	407	2950	50	921	105	975	22	316	7	122	27	1382	686	7687	66
Huntsville	T.E.	47	483	381	2313	83	522	206	5069	20	404	8	61	20	961	765	9813	48
Arnprior	T.E.	148	2492	319	1447	107	829	46	628	14	291	25	192	14	234	673	6105	162
Napanee	T.E.	66	1169	305	1564	34	218	107	1203	12	130	7	70	9	—	540	4434	71
Kitchener	T.E.	311	5808	40	373	105	1299	4	57	14	455	47	602	18	1658	539	10252	256
London	T.E.	207	3065	157	1012	63	436	16	230	11	212	23	180	29	947	506	6082	213
Owen Sound	T.E.	57	676	231	1271	48	358	28	579	26	643	13	95	23	1360	426	4982	75
North Bay	T.E.	81	1028	25	195	23	112	1	19	4	145	—	—	2	49	136	1548	99
	T.O.	10	147	232	1725	9	51	112	1067	4	49	—	—	12	41	379	3080	
Parry Sound	T.E.	32	298	63	412	22	136	43	443	2	28	—	—	2	68	164	1385	23
	T.O.	3	31	240	1483	5	31	119	1309	1	28	—	—	18	318	386	3200	
Kenora	T.E.	40	446	200	1128	19	86	278	2285	1	12	—	—	4	61	542	4018	58
Sault Ste Marie	T.E.	56	665	8	36	25	196	1	6	14	183	1	3	2	7	107	1086	58
	T.O.	6	76	187	1091	7	50	139	1189	5	73	—	—	3	44	347	2516	20
Fort William	T.E.	49	524	70	398	20	138	17	104	3	40	1	5	2	17	162	1226	
TOTALS		1258	18862	3175	19544	849	7596	1301	17121	177	3564	141	1394	202	7624	7103	75790	1271

Report of the Information Branch

The Information Branch is responsible for maintaining a liaison between the tourists and those engaged in providing tourist services throughout the Province of Ontario. The distribution of Departmental literature and that of many other organizations, the answering of mail enquiries, the operation of 17 Ontario Tourist Reception Centres, the participation in Sports and Travel Shows and exhibitions, along with many other Public Relations activities which will be mentioned later in this Report, are the most obvious methods used to accomplish this service.

A permanent staff of 33 was employed by the Branch, including 7 at the all-year Reception Centres, with an additional casual staff of 101 persons being employed during the Spring and early Summer months when enquiries are at their peak, and the seasonal Reception Centres are open.

INFORMATION SERVICES

(1) Enquiries

The greatest number of enquiries the Information Branch has ever serviced made 1961 a record year, totalling 388,336 compared with 351,738 in 1960. The following indicates the sources of origin:

	1960	1961
Advertising, keyed, unkeyed mail, Northern Great Lakes Area Council	249,767	261,386
Department of Highways—Road Map	2,780	3,381
Enquiries from Travel and Sports Shows	45,343	65,219
Canadian Govt. Travel Bureau lists	27,340	36,094
Other lists	26,508	22,256
GRAND TOTAL	351,738	388,336

Provinces, States and Countries of the origin of enquiries is indicated in a statistical record at the end of this report.

The average in 1961 was 7,468 enquiries per week. The peak month was May with 74,131 enquiries; April followed with 68,660 and March with 64,272.

As in previous years, the staff was able to cope with the tremendous number of enquiries by employing additional casual staff and because of an arrangement with a commercial addressing service which addressed more than 12,000 envelopes.

In addition to answering 388,336 enquiries the Information Service section of the Branch provided information to approximately 25,000 persons who called on the telephone.

(2) Enquiry Lists

The service of providing the 'Enquiry List' was maintained on a gratis basis to Chambers of Commerce, Boards of Trade and Tourist Organizations. In addition, the Lists were made available to individual operators for a nominal fee of \$7.50 per year.

In 1961 the Information Services prepared 212 Lists containing 15,428 names of prospective vacationists. Comments regarding the value of the Lists clearly indicate strong approval that the service be continued. For example, one lodge operator has written to say that the List has provided "a total of 62 parties of 181 guests during the past three years".

(3) Exchange of Information and Literature

Close liaison was maintained with offices of the Canadian Government Travel Bureau, railways, airlines and other transportation services, motor travel clubs, oil companies, travel services, magazine and newspaper travel bureaux, travel agents, Canadian Consulates and like offices in the exchange of information and printed material.

RECEPTION CENTRES

The Information Branch is responsible for the administration of Ontario's 17 Tourist Reception Centres. Sixteen Centres are strategically located at the major Provincial and International border points.

A full time staff of uniformed Receptionists is maintained at the Parliament Buildings, where 29,188 persons were provided with information and tourist literature. Many of these visitors were also taken on a conducted tour of the Main Building. The number of visitors for 1961, as shown above, represents an increase of 286 persons over the previous year. There were 22,950 students, 4,209 individual visitors, and 2,029 others. Individual lodge folders, time tables, and other forms of literature were distributed to 15,121 persons requesting various types of information. During the course of the year there were 2,316 telephone enquiries.

At all Centres a warm and courteous welcome by a well-trained staff is extended to tourists from all Canadian Provinces and Territories as well as those who come from the United States and Overseas Countries.

Among the Services provided at the Centres are:

- (1) Official road maps and Ontario literature
- (2) Maps of other states and provinces
- (3) Clean rest rooms
- (4) Angling and hunting licences (in most cases)
- (5) Railway, bus, airline and ferry schedules
- (6) Telegraph facilities
- (7) Telephone facilities

At several Centres free cups of tea were served to our guests and appreciation of this gesture of friendliness was expressed on many occasions.

Tourists were encouraged to let us know about the things that pleased or displeased them while travelling in Ontario. 'Comment Cards' were mailed to Head Office

at the completion of their visit and all remarks and suggestions were studied in the interests of improving the service offered to the travelling public. The vast majority of 'Comment Cards' received were highly complimentary of the existing facilities and services.

It should be noted that the Supervisors and Receptionists not only provided an excellent service to tourists but did a great deal of local public relations work within their respective areas.

The following is a list of Reception Centres and Staff:

Location	Supervisor	No. of Receptionists
Barrie (Highway No. 400)	I. Bell	4
Cornwall	Miss L. Ross	5
Fort Erie	B. Wilson	3
Fort Frances	Hugh McFayden	3
Hawkesbury	T. Morris	3
Homer	Mrs. D. Hosie	6
Ivy Lea	E. Wills	5
Kenora	G. T. Beatty	4
Lancaster	G. Durand	4
Middle Falls	Mrs. H. D. Keane	2
Niagara Falls	D. R. Allan	6
Point Edward	B. Shingles	15
Prescott	G. R. Serviss	3
Sault Ste. Marie	L. McAuley	5
Windsor	Mrs. D. Heller	13(two Centres)

Statistical Report

The Reception Centre statistics are contained in four parts as Appendices A, B, C, and D. This sampling of 785,051 tourists, who voluntarily availed themselves of the free services of the Reception Centres, can be advantageously used as a study for future advertising and publicity campaigns by Chambers of Commerce and tourist organizations in the Province.

Appendix 'A' provides information on the number of visitors to each Reception Centre, the length of stay and their chief interests.

Appendix 'B' indicates the destination, by area, of the tourists who visited the individual Reception Centres. The accompanying map shows in detail the 33 Vacation Areas.

Appendix 'C' and 'D' indicate by state and province, respectively, the origin of the tourists. It is interesting to note that every state and province is represented in varying numbers of visitors to and within Ontario. The newly created States of Alaska and Hawaii, as well as the Northwest Territories of Canada, are represented in these appendices.

Visitors from nearly every country of the world visited the Reception Centres; the greatest single group of foreign or overseas tourists was from the British Isles.

Appendices 'E' produced by the Dominion Bureau of Statistics indicates the number of foreign vehicles entering Ontario.

DISTRIBUTION OF LITERATURE

(1) Departmental Literature

Over 5½ million individual pieces of Departmental literature were distributed during the calendar year 1961. Quantities of literature were supplied upon request to Chambers of Commerce, Boards of Trade, Travel and Transportation agencies, Tourist organizations, conventions, motor clubs, and other groups, both in Canada and the United States. These sources provided excellent channels for distribution of Departmental publications, as evidenced by the many acknowledgements and letters received from tourists. The following is a list of Departmental publications, and quantities distributed:

Angling	269,599	Lure Book	449,562
Buttons	100,000	Maps (Road)	1,400,000
Campsites	200,595	Matches (Books)	193,350
Coasters	268,380	Parliament Buildings	111,055
Comic No. 1	104,473	Picnic Maps	30,770
Comic No. 2	149,500	Post Cards	79,900
Cruising App.	22,254	Posters	484
Cruising Ont. Wat.	22,254	Puzzles	44,619
Directories	5,627	See and Do	353,305
Flying Facts	3,582	Today in Ontario	36,775
Golf Guide	20,035	22 Tours	94,570
Heartland	18,715	Travel Tips	469,080
Historic Ontario	16,715	33 Vacation Areas	450,135
History Folder	128,425	Winter Sports	46,875
Lake Superior			
Circle Tour	75,175	Where To Stay	167,250
Log Book	12,500		
		TOTAL	5,533,059

(2) Non-Departmental Literature

Some 1½ million brochures, pamphlets and other types of publicity material, provided by individual tourist operators, tourist associations, Chambers of Commerce and other government departments were distributed through the main office and Reception Centres. Letters were sent to Resort, Camp, Motel and Hotel operators, Chambers of Commerce, and Tourist organizations, inviting them to send in suitable quantities of their folders, which could be used in answering enquiries at this office, and our Reception Centres. This proved to be an excellent way in which to publicize Tourist establishments, and individual areas.

SPECIAL PUBLIC RELATIONS ACTIVITIES

(1) Sports and Travel Shows, Fairs and Exhibitions

In 1961 Information Branch prepared exhibits, staffed and attended Sports and Travel Shows and Fairs and Exhibitions in the following locations: Chicago, Kansas City, Cincinnati, New Jersey, Minneapolis, New York, Fort William, Sudbury, Belleville (International Plowing Match), Cleveland, Toronto (Sports Show, Canadian

National Exhibition, Canadian Restaurant Association, Travelage, Ski and Winter Sports Show), Windsor, North Bay. A mobile display was entered in the Grey Cup Parade, Toronto.

Uniformed Receptionists and other Branch personnel, as well as display material, were also provided for Conventions and meetings as follows:

Post Masters Convention, Peterborough; Mines Ministers Conference, Toronto; Canadian Restaurant Association Culinary Arts Display, Toronto; Kiwanis Convention, Toronto; Grey Cup Festival, Toronto; Ontario Hotel Association and Association of Tourist Resorts, Convention, Toronto; Northern Ontario Tourist Outfitters Convention, Sault Ste. Marie; Ontario Tourist Courts Association, Ottawa; Blossom Festival, Niagara Peninsula; Mississippi River Parkway Association Conference, Fort Frances; Northern Great Lakes Area Council Conference, Toronto; Greenkeepers of America Convention, Toronto and many others.

(2) Tour Arrangements

Arrangements were made for:

- (a) T. V. Station WBNS, Columbus, Ohio, Producers, Directors and Photographers who produced a Recreational film of the Kawartha Lakes area.
- (b) 'Why I Would Like To Visit Ontario' contest winners from Florida on a ten-day tour of Ontario.
- (c) Canadian and U.S.A. N.A.T.O. officers tour of Toronto and Niagara Falls.
- (d) Approximately 100 people from Indianapolis to French River area.
- (e) Federation of Womens' Institute tour of Northern Ontario.
- (f) T.C.A. group of English and Scottish travel agents to tour Toronto and Niagara Falls.
- (g) Japanese T. V. Station Director, Newspaper reporter, Camera man and narrator tour of Niagara Falls.
- (h) Two Italian T. V. men making a film for Italian T. V. station at Niagara Falls.
- (i) Tour of European farmers and B.O.A.C. Staff Member Tour of Niagara Falls.
- (j) Other tours and fishing and hunting expeditions were arranged for Outdoor Writers, Travel Editors and photographers both from Canada and United States.

(3) Public Speaking

In response to invitations Information Branch Staff delivered speeches to Service Clubs, Home and School Associations, Chambers of Commerce, Boards of Trade and other Tourist Association meetings and Conferences, both in Canada and the United States. This phase of the Branch's activities proved to be an excellent opportunity in

which to outline the Department's program, emphasizing the economic and cultural importance of the Tourist industry, and providing information in the 'question and answer' period, following the speeches. A number of personal appearances and interviews took place with T. V. radio and newspaper personnel.

Numerous enquiries were received from newspaper, radio and T.V. stations requesting information and statistics as to Tourist spending, volume of tourist traffic, number of foreign vehicles entering Ontario, Reception Centre figures, material and literature, all of which gave considerable publicity to the Department and the Province.

Telephone calls covered a wide range of subjects and included calls from organizations, associations, and interested groups requesting advice and assistance as to appropriate and suitable methods of tourist promotion and related matters.

F. A. VENN,
Director, Information Branch.

FOREIGN DIRECT MAIL ENQUIRIES

	1961	1960		1961	1960
Africa	11	8	Indonesia	569	1,343
Algeria	1	1	Iran	3	2
Arabia	5	4	Iraq	39	30
Argentina	282	271	Israel	8	7
Australia	217	260	Italy	31	47
Austria	8	3	Jamaica	15	9
Bahamas	6	8	Japan	50	19
Barbados	4	5	Java	1	—
Belgian Congo	—	3	Korea	6	3
Belgium	47	44	Kenya	4	—
Bermuda	5	15	Kuwait P. G.	2	3
Bolivia	—	—	Lebanon	2	1
Borneo	—	1	Luxemburg	—	3
Borneo (North)	5	1	Malaya	24	28
Brazil	121	148	Malta	9	8
British Guiana	21	41	Mauritius	2	—
B. W. I.	6	9	Mexico	84	113
Bulgaria	2	1	Netherlands	69	91
Burma	1	—	New Guinea	3	1
Canal Zone	6	9	New Zealand	141	157
Ceylon	165	145	Nicaragua	3	—
Chile	19	32	Nigeria	159	218
China	12	7	Norway	13	17
Columbia	11	9	Pakistan	9	13
Costa Rica	6	—	Panama	4	—
Cuba	6	24	Paraguay	4	14
Cyprus	2	—	Peru	8	20
Czechoslovakia	3	2	Phillippines	14	33
Denmark	15	22	Poland	3	4
Ecuador	1	3	Portugal	10	6
Egypt	3	—	Puerto Rico	31	49
Ethiopa	—	1	Rhodesia	2	9
Fiji	8	3	Seychelles	1	—
Finland	4	7	South Africa	37	36
France	42	98	South Rhodesia	3	1
Germany	112	105	Spain	174	222
Ghana W. A.	275	73	Sweden	46	56
Gibraltar	4	—	Switzerland	13	18
Gold Coast	2	1	Syria	3	2
Greece	2	6	Tanganyika	2	2
Guam	7	4	Thailand	3	6
Guatemala	4	3	Trinidad	21	16
Haiti	2	3	Turkey	6	18
Honduras	—	5	Uganda	5	2
Hong Hong	6	4	United Kingdom	525	526
Honolulu	2	—	Uruguay	16	20
Hungary	12	7	Venezuela	17	31
India	40	43	Virgin Islands	1	2
			Yugoslavia	128	393
			Zanzibar	2	6
			TOTAL:	3,848	5,046

DIRECT MAIL ENQUIRIES BY STATES AND PROVINCES

	1961	1960		1961	1960
CANADA					
Alberta	2,104	1,806	Ontario	53,634	53,262
British Columbia	2,916	2,038	P. E. I.	159	125
Manitoba	2,227	1,933	Quebec	23,323	16,857
New Brunswick	2,235	1,582	Saskatchewan	1,358	1,207
Newfoundland	395	250	N. W. T.	41	24
Nova Scotia	2,047	1,310	Yukon	21	24
			Sub-Total:	90,460	80,418
UNITED STATES					
Alaska	48	54	Montana	230	314
Alabama	548	661	Nebraska	1,020	1,191
Arizona	288	315	Nevada	72	71
Arkansas	241	301	New Hampshire	840	937
California	8,130	10,178	New Jersey	6,419	7,843
Colorado	836	879	New Mexico	223	244
Connecticut	2,311	2,738	New York	23,963	26,706
Delaware	343	334	North Carolina	860	1,043
Dist. of Columbia	732	769	South Carolina	309	368
Florida	2,227	2,671	North Dakota	424	459
Georgia	606	677	South Dakota	469	445
Hawaii	125	152	Oklahoma	532	734
Idaho	418	418	Ohio	17,489	16,954
Illinois	14,426	10,493	Oregon	1,249	1,395
Indiana	5,343	6,349	Pennsylvania	14,844	15,929
Iowa	3,052	2,874	Rhode Island	614	651
Kansas	1,013	1,225	Tennessee	961	1,136
Kentucky	1,098	1,044	Texas	1,950	2,402
Louisiana	452	520	Utah	248	296
Maine	911	1,070	Vermont	418	586
Maryland	1,536	1,572	Virginia	1,062	1,170
Massachusetts	4,575	5,532	Washington	2,139	2,720
Michigan	20,015	17,225	West Virginia	715	827
Minnesota	8,569	4,212	Wisconsin	12,620	7,476
Mississippi	362	354	Wyoming	148	173
Missouri	2,436	2,396	Sub-Total:	170,459	167,083
FOREIGN			Sub-Total:	3,848	5,046
Sources of enquiries other than Direct Mail (i.e. Canadian Government Travel Bureau Lists and Travel Shows)			TOTAL:	264,767	252,547
			TOTAL:	123,569	99,191
			GRAND TOTAL:	388,336	351,738



Official opening of the Information Branch Lakeland Tourist Reception Centre on Highway No. 400, near Barrie, June 1961



An Information Branch Receptionist relates the history of the Legislative Chambers to a group of students during a conducted tour of the Ontario Parliament Buildings

REPORT OF RECEPTION CENTRES

APPENDIX "A" 1961

Reception Centre Summary for 1961	Kenora	Fort Frances	Middle Falls	S. S. Marie	Point Edward	Windsor Tunnel	Windsor Bridge	Fort Erie	Niagara Falls	Homer	1000 Lakeland Islands Bridge					Cornwall	Lan- caster	Hawkes- bury	TOTAL				
											May 13 Sept. 16	May 13 Sept. 15	all year	May 13 Sept. 16	all year					May 13 Sept. 15	Apr. 1 Nov. 30	May 13 Sept. 15	May 1 all year
Opening date: Closing date:	May 13 Sept. 16	May 13 Sept. 15	May 13 Oct. 15	May 13 Sept. 15	all year	all year	May 13 Sept. 16	May 13 Sept. 16	all year	May 13 Sept. 16	May 13 Sept. 15	May 13 Sept. 15	Apr. 1 Nov. 30	May 13 Sept. 15	May 1 all year	all year	May 13 Sept. 16						
Grand total visitors to centre:	29,601	16,694	41,807	25,385	161,094	34,203	47,506	21,559	100,805	64,037	31,985	78,914	5,189	48,760	72,058	5,454	785,051						
Number of Parties	9,161	4,618	11,837	5,666	48,931	9,772	14,006	6,269	29,258	17,533	13,090	23,371	2,045	14,012	20,332	1,549	230,910						
First Visit to Ontario	6,525	2,882	12,872	12,192	17,430	12,343	12,830	3,793	42,287	4,935	1,637	9,625	462	5,349	8,004	643	153,809						
Period of Stay:																							
1 week or less	17,474	9,407	33,004	13,713	124,677	26,626	35,186	15,524	88,228	58,909	7,400	58,790	4,017	35,825	61,344	1,941	592,065						
1 - 2 weeks	5,731	5,004	7,137	7,519	16,073	3,526	5,883	2,246	9,248	3,445	4,457	11,904	481	4,810	6,737	1,876	92,632						
2 - 3 weeks	1,038	1,641	1,250	589	5,375	688	1,915	558	2,567	1,196	2,592	4,045	38	1,848	---	936	25,238						
3 - 4 weeks	443	399	185	120	1,647	226	688	235	413	273	613	975	4	616	981	354	8,172						
Month or more	3,376	243	231	17	2,438	148	395	206	349	214	297	1,038	9	668	650	92	10,371						
Number of road maps issued:	3,522	7,039	13,600	6,220	54,998	12,254	16,094	6,332	32,741	16,596	6,750	104,720	1,503	18,024	12,388	5,411	318,192						
Phone Calls Made:																							
Local	2,062	453	---	396	328	396	171	239	355	276	144	1,950	170	516	---	317	7,773						
Long Distance	105	59	---	309	157	162	18	136	144	54	90	435	95	49	---	40	1,853						
Licenses:																							
Fishing	449	---	---	---	218	421	---	---	1,043	184	25	253	27	19	---	6	2,645						
Hunting	---	---	---	---	---	151	---	---	---	---	---	---	---	---	---	---	151						
Number Interested In:																							
Fishing	12.76%	37.36%	11.65%	28.19%	2.86%	1.86%	3.35%	6.65%	4.32%	3.12%	9.65%	8.59%	4.23%	1.46%	2%	7.22%	6.28%						
Hunting	.29%	.42%	.33%	2.85%	.29%	.61%	.23%	.07%	.22%	.13%	1.35%	.62%	---	.13%	.19%	---	.41%						
Resort Holiday	19.42%	12.53%	2.61%	13.64%	5.52%	2.98%	7.13%	6.75%	6.86%	4.09%	7.44%	11.00%	9.80%	5.30%	4.22%	17.01%	6.98%						
Touring	56.15%	55.14%	48.43%	66.16%	98.24%	80.31%	59.37%	66.92%	74.59%	80.79%	19.75%	71.70%	53.15%	69.56%	72.01%	23.90%	72.3%						
Camping	18.00%	19.85%	35.72%	25.01%	4.83%	3.54%	8.33%	9.59%	8.87%	8.83%	9.00%	11.34%	19.56%	7.54%	12.88%	25.08%	11.04%						
Boating	1.51%	.53%	---	1.87%	.25%	.48%	2.01%	.39%	.88%	.43%	1.27%	3.10%	.17%	1.02%	1.37%	.51%	1.04%						
Ont. History & Museums	.93%	---	.57%	---	.24%	.23%	---	---	.86%	.59%	.75%	3.13%	1.29%	2.75%	7.63%	---	1.51%						
Business	2.91%	---	.65%	---	.63%	1.21%	2.30%	1.31%	.61%	1.02%	.26%	1.61%	.15%	1.98%	.38%	---	.99%						
No. of House Trailers:	451	198	1,666	2,556	1,197	---	522	146	397	141	299	2,634	13	116	967	57	11,360						

REPORT OF RECEPTION CENTRES Appendix "B" — Destination by Vacation Areas 1961

Reception Centre Summary for 1961	Kenora	Fort Frances		Middle Falls	S. S. Marie	Point Edward	Windsor Tunnel	Windsor Bridge	Fort Erie	Niagara Falls	Homer	1000 Lakeland Islands Bridge					Cornwall	Lan- caster	Howkes- bury	TOTAL
		May 13 Sept. 16	May 13 Sept. 16									May 13 Oct. 15	May 13 Sept. 15	Apr. 1 Nov. 30	May 13 Sept. 15	May 1 Sept. 30				
Opening date: Closing date:	May 13 Sept. 16	May 13 Sept. 16	May 13 Sept. 16	May 13 Oct. 15	May 19 Sept. 15	all year	all year	May 13 Sept. 16	May 13 Sept. 16	all year	May 13 Oct. 31	May 27 Oct. 15	Apr. 1 Nov. 30	May 13 Sept. 15	May 1 Sept. 30	all year	May 13 Sept. 16			
Vacation Area Nos.:																				
1.	146	16	49	201	7,485	16,047	13,959	2,319	11,070	3,219	51	1,071	—	267	2,554	117	58,571			
2.	200	14	6	282	41,233	1,024	1,625	2,058	4,546	3,812	2,480	443	3	161	1,615	3	59,505			
3.	18	—	8	32	2,377	88	161	76	71	199	58	15	9	6	10	5	3,133			
4.	404	27	8	164	10,404	593	1,237	796	1,194	1,439	31	373	9	225	1,239	47	18,190			
5.	427	56	326	661	55,511	7,581	15,941	7,642	52,925	26,548	75	4,932	52	1,292	8,813	423	182,705			
6.	1,586	95	144	660	10,237	1,899	3,546	2,051	5,985	9,451	129	4,007	613	2,011	8,883	341	51,638			
7.	75	4	—	19	583	35	138	237	474	548	2,549	41	37	54	171	8	4,973			
8.	56	6	2	11	786	78	219	624	526	1,103	72	303	24	79	253	8	4,150			
9.	10	—	2	9	88	1	6	34	66	52	3	205	34	25	17	38	590			
10.	43	—	3	35	295	25	115	31	55	165	15	606	112	64	434	17	2,015			
11.	56	—	50	99	1,154	155	411	428	5,423	2,525	34	38,309	523	2,121	6,694	92	58,074			
12.	36	6	—	51	66	59	82	63	28	82	12	3,658	98	132	229	100	4,695			
13.	48	6	2	190	7,908	1,484	3,198	907	8,362	5,535	96	16,599	1,759	13,223	35,816	1,717	96,850			
14.	1,824	24	433	1,203	1,500	411	492	227	1,414	1,327	274	3,833	1,158	3,569	1,656	1,811	21,156			
15.	43	2	—	90	138	26	69	27	38	50	18	354	17	85	54	2	1,013			
16.	3	—	—	10	91	10	20	58	87	108	29	227	27	28	7	4	709			
17.	4	6	—	6	186	43	123	80	266	348	61	66	16	13	31	2	1,251			
18.	15	—	3	29	1,832	364	551	417	691	1,295	2,322	93	19	63	121	11	7,826			
19.	6	—	—	76	810	64	302	407	363	606	1,066	70	19	21	55	—	3,865			
20.	—	—	4	27	85	40	31	46	64	47	141	7	5	—	—	7	504			
21.	—	—	4	36	590	119	302	398	788	1,485	873	509	14	291	373	83	5,865			
22.	49	4	28	153	887	212	372	437	488	600	761	219	10	133	144	43	4,540			
23.	86	7	7	40	506	40	127	107	166	383	735	39	3	60	56	24	2,747			
24.	12	9	12	150	1,156	76	103	88	134	187	1,008	12	8	3	9	3	2,970			
25.	683	254	18,052	3,369	2,441	399	416	302	1,659	998	1,255	379	3	308	770	80	31,368			
26.	—	14	70	2,695	149	55	63	17	40	39	89	13	—	—	6	11	3,261			
27.	26	10	18	55	253	31	64	188	181	200	191	43	—	58	16	2	1,336			
28.	20	4	1,446	93	104	21	44	10	26	49	55	11	5	13	6	4	1,911			
29.	6	7	182	36	54	9	7	17	26	27	40	14	—	6	9	8	448			
30.	1,499	745	17,020	9,563	1,039	130	154	50	291	228	540	39	—	33	62	37	31,448			
31.	308	1,074	1,124	147	23	6	23	7	35	15	13	9	—	—	14	—	2,798			
32.	19,166	12,860	2,429	3,469	110	69	159	162	432	726	375	141	1	—	396	18	40,513			
33.	797	1,440	375	32	29	26	7	10	60	3	476	17	—	10	24	16	3,312			
Unstated	409	4	—	162	10,884	2,989	3,439	1,239	2,831	638	4,829	2,257	578	19,384	2,346	149	52,138			

REPORT OF RECEPTION CENTRES
Appendix "C" — U. S. Origin and Foreign

1961

Reception Centre Summary for 1961	Kenora		Fort Frances		Middle Falls	S. S. Marie	Point Edward	Windsor Tunnel	Windsor Bridge	Fort Erie	Niagara Falls	Homer	Lakeland Islands Bridge	Prescott	Cornwall	Lan- caster	Hawkes- bury	TOTAL	
	May 13 Sept. 16	May 13 Sept. 16	May 13 Sept. 16	May 13 Sept. 16	May 13 Sept. 16	May 19 Sept. 15	all year	all year	May 13 Sept. 16	May 13 Sept. 16	all year	May 13 Oct. 31	May 27 Oct. 15	Apr. 1 Nov. 30	May 13 Sept. 15	all year	May 13 Sept. 16		
	Opening date: Closing date:																		
United States Origin:																			
Alabama	9	6	26	26	324	37	26	99	155	33	167	73	15	49	—	10	75	—	1,067
Alaska	61	33	—	—	136	87	—	68	96	13	100	54	10	30	—	18	31	—	159
Arizona	37	40	34	34	136	47	2	47	61	5	70	55	—	34	—	10	42	—	767
Arkansas	19	63	43	156	1,383	567	82	567	660	204	2,283	665	127	489	8	299	639	18	8,221
California	518	123	88	37	276	81	37	102	151	33	2,573	1,185	28	88	6	42	99	2	9,144
Colorado	117	56	45	45	707	102	57	102	233	345	2,573	1,185	85	1,678	32	925	1,069	37	9,109
Connecticut	30	6	11	11	86	24	19	86	51	55	455	188	32	213	4	76	116	9	1,134
Delaware	13	—	23	10	93	47	79	53	79	53	455	188	32	213	—	62	47	5	1,324
District of Columbia	13	4	23	148	963	232	321	196	321	196	920	595	85	509	12	225	406	11	4,986
Florida	129	91	19	12	195	73	25	73	386	31	293	132	17	131	14	47	171	—	1,554
Georgia	8	7	8	8	40	14	31	7	56	19	56	17	4	22	—	8	2	—	229
Hawaii	29	7	12	12	48	8	12	19	44	17	56	17	4	22	—	8	2	—	240
Idaho	29	7	12	12	48	8	12	19	44	17	56	17	4	22	—	8	2	—	240
Illinois	1,269	2,631	4,172	4,172	4,244	4,977	2,035	3,054	4,977	529	5,567	1,594	407	1,767	81	485	1,508	123	34,443
Indiana	318	547	729	729	2,303	1,447	1,264	1,447	2,168	302	2,752	795	263	616	19	326	609	30	13,908
Indiana	318	547	729	729	2,303	1,447	1,264	1,447	2,168	302	2,752	795	263	616	19	326	609	30	13,908
Iowa	857	1,558	2,260	2,260	400	882	351	77	757	211	38	220	7	77	257	10	8,297	10	8,297
Iowa	857	1,558	2,260	2,260	400	882	351	77	757	211	38	220	7	77	257	10	8,297	10	8,297
Kansas	362	398	213	213	542	163	82	163	253	42	432	118	31	92	30	70	103	4	2,935
Kansas	362	398	213	213	542	163	82	163	253	42	432	118	31	92	30	70	103	4	2,935
Kentucky	49	39	58	78	409	233	382	105	529	196	57	110	14	41	132	10	2,442	10	2,442
Kentucky	49	39	58	78	409	233	382	105	529	196	57	110	14	41	132	10	2,442	10	2,442
Louisiana	33	14	29	21	91	97	127	41	178	80	14	178	80	14	14	178	75	2	870
Louisiana	33	14	29	21	91	97	127	41	178	80	14	178	80	14	14	178	75	2	870
Maine	23	2	12	12	23	212	32	71	40	307	116	—	—	216	44	209	366	45	1,718
Maine	23	2	12	12	23	212	32	71	40	307	116	—	—	216	44	209	366	45	1,718
Maryland	26	19	66	66	377	118	255	235	1,740	1,038	99	1,038	99	1,005	19	357	545	34	5,999
Maryland	26	19	66	66	377	118	255	235	1,740	1,038	99	1,038	99	1,005	19	357	545	34	5,999
Massachusetts	101	254	4,398	4,398	88,402	18,509	7,724	12,626	18,509	1,649	7,357	3,620	976	2,798	73	1,067	2,849	129	152,994
Massachusetts	101	254	4,398	4,398	88,402	18,509	7,724	12,626	18,509	1,649	7,357	3,620	976	2,798	73	1,067	2,849	129	152,994
Michigan	563	2,974	5,450	16,722	1,441	1,698	208	184	147	1,008	348	119	281	25	119	245	69	31,038	—
Michigan	563	2,974	5,450	16,722	1,441	1,698	208	184	147	1,008	348	119	281	25	119	245	69	31,038	—
Minnesota	54	4	4	4	14	145	72	100	4	94	802	323	64	192	21	63	49	1	883
Minnesota	54	4	4	4	14	145	72	100	4	94	802	323	64	192	21	63	49	1	883
Mississippi	375	545	502	502	154	736	338	481	9	75	49	9	73	14	16	49	1	883	—
Mississippi	375	545	502	502	154	736	338	481	9	75	49	9	73	14	16	49	1	883	—
Missouri	34	4	10	27	127	10	4	9	79	24	19	15	7	52	—	2	2,300	—	423
Missouri	34	4	10	27	127	10	4	9	79	24	19	15	7	52	—	2	2,300	—	423
Montana	345	481	12	2	22	20	2	—	19	2	19	2	31	79	6	26	65	—	88
Montana	345	481	12	2	22	20	2	—	19	2	19	2	31	79	6	26	65	—	88
Nebraska	3	—	1	25	189	18	39	43	488	240	101	31	79	6	26	65	—	88	—
Nebraska	3	—	1	25	189	18	39	43	488	240	101	31	79	6	26	65	—	88	—
New Hampshire	9	7	1	192	1,463	251	611	593	6,495	2,887	78	5,460	10	1,536	10	1,536	2,385	77	22,403
New Hampshire	9	7	1	192	1,463	251	611	593	6,495	2,887	78	5,460	10	1,536	10	1,536	2,385	77	22,403
New Jersey	117	40	117	19	102	9	32	27	64	28	5	20	15	7	17	383	17	22,403	—
New Jersey	117	40	117	19	102	9	32	27	64	28	5	20	15	7	17	383	17	22,403	—
New Mexico	7	14	19	185	288	4,599	288	627	1,285	6,094	19,328	13,152	353	20,334	1,397	10,627	270	87,315	—
New Mexico	7	14	19	185	288	4,599	288	627	1,285	6,094	19,328	13,152	353	20,334	1,397	10,627	270	87,315	—
New York	289	53	16	29	196	66	130	77	709	292	29	267	—	—	—	110	221	2	2,159
New York	289	53	16	29	196	66	130	77	709	292	29	267	—	—	—	110	221	2	2,159
North Carolina	13	81	267	29	122	7	10	12	104	38	14	38	14	7	—	31	—	1,241	—
North Carolina	13	81	267	29	122	7	10	12	104	38	14	38	14	7	—	31	—	1,241	—
North Dakota	500	81	112	98	32	270	258	229	393	313	66	34	47	17	6	24	92	4	1,704
North Dakota	500	81	112	98	32	270	258	229	393	313	66	34	47	17	6	24	92	4	1,704
Oklahoma	81	112	98	32	270	258	229	393	313	66	34	47	17	6	24	92	4	1,704	—
Oklahoma	81	112	98	32	270	258	229	393	313	66	34	47	17	6	24	92	4	1,704	—
Ohio	290	188	659	4,827	2,524	1,528	2,524	4,680	3,963	9,889	6,237	1,398	2,981	117	1,575	2,353	131	43,340	—
Ohio	290	188	659	4,827	2,524	1,528	2,524	4,680	3,963	9,889	6,237	1,398	2,981	117	1,575	2,353	131	43,340	—
Oregon	71	20	18	32	107	25	55	71	168	85	24	32	—	—	—	24	80	812	—
Oregon	71	20	18	32	107	25	55	71	168	85	24	32	—	—	—	24	80	812	—
Oregon	71	20	18	32	107	25	55	71	168	85	24	32	—	—	—	24	80	812	—
Oregon	71	20	18	32	107	25	55	71	168	85	24	32	—	—	—	24	80	812	—
Oregon	71	20	18	32	107	25	55	71	168	85	24	32	—	—	—	24	80	812	—
Oregon	71	20	18	32	107	25	55	71	168	85	24	32	—	—	—	24	80	812	—
Oregon	71	20	18	32	107	25	55	71	168	85	24	32	—	—	—	24	80	812	—
Oregon	71	20	18	32	107	25	55	71	168	85	24	32	—	—	—	24	80	812	—
Oregon	71	20	18	32	107	25	55	71	168	85	24	32	—	—	—	24	80	812	—
Oregon	71	20	18	32	107	25	55	71	168	85	24	32	—	—	—	24	80	812	—
Oregon	71	20	18	32	107	25	55	71	168	85	24	32	—	—	—	24	80	812	—
Oregon	71	20	18	32	107	25	55	71	168	85	24	32	—	—	—	24	80	812	—
Oregon	71	20	18	32	107	25	55	71	168	85	24	32	—	—	—	24	80	812	—
Oregon	71	20	18	32	107	25	55	71	168	85	24	32	—	—	—	24	80	812	—
Oregon	71	20	18	32	107	25	55	71	168	85	24	32	—	—	—	24	80	812	—
Oregon	71	20	18	32	107	25	55	71	168	85	24	32	—	—	—	24	80	812	—
Oregon	71	20	18	32	107	25	55	71	168	85	24	32	—	—	—	24	80	812	—
Oregon	71	20	18	32	107	25	55	71	168	85	24	32	—	—	—	24	80	812	—
Oregon	71	20	18	32	107	25	55	71	168	85	24	32	—	—	—	24	80	812	—
Oregon	71	20	18	32	107	25	55	71	168	85	24	32	—	—	—	24	80	812	

Appendix "D" -- Origin by Province

Reception Centre for 1961	Summary		1000										TOTAL		
	Kenora	Fort Frances	Middle Falls	S. S. Marie	Point Edward	Windsor Tunnel	Windsor Bridge	Fort Erie	Niagara Falls	Homer	Lakeland Islands Bridge	Prescott		Cornwall	Lan- caster
Opening date:	May 13	May 13	May 13	May 19	all	all	May 13	May 13	all	May 13	May 27	Apr. 1	May 13	May 1	May 13
Closing date:	Sept. 16	Sept. 16	Oct. 15	Sept. 15	year	year	Sept. 16	Sept. 16	year	Oct. 31	Oct. 15	Nov. 30	Sept. 15	Sept. 30	Sept. 16

[illegible]

	1960	1961	1960	1961	1960	1961	1960	1961	1960	1961
January	175,573	193,215	April	301,569	309,421	July	927,066	958,223	October	331,033
February	151,684	180,892	May	807,923	908,531	August	22,616,964	2,794,209	November	4,320,705
March	327,257	374,107	June	381,207	395,419	September	875,184	901,344	December	4,557,916
	179,097	225,003		1,189,130	1,303,950		3,492,148	3,695,553		244,110
	506,358	599,110		500,768	532,161		497,524	530,507		4,564,815
				1,689,898	1,836,111		3,989,672	4,226,060		235,042
									TOTAL:	5,048,917

Report of the Photography Branch

The production of this Branch during the current year continued to follow the steady pattern of increase which has been evident during the past few years. Generally, this increase applies throughout the entire Branch operation.

PHOTOGRAPHY

Still Photography

Obtaining black and white and colour photographs of this Province's tourist facilities and attractions again accounted for the largest part of the Branch's activities. The Branch also continued to provide some photographic services for many other Departments and agencies of the Provincial Government. Among the other Government Departments calling upon this Branch for photographic services were: Department of the Attorney General, Department of Transport, Department of Reform Institutions, Department of Public Works, Department of Education, and the former Department of Commerce and Development.

During the year, 2100 black and white negatives were added to the Department files, with a similar number of secondary negatives, which are available should they be required. This represents an increase of approximately 50% over the previous year.

Colour transparency production totalled over 1900, a slight increase over the previous year. Realizing the preference of most magazine, rotogravure sections and Departmental publications, we again concentrated on obtaining transparencies of either 4 x 5 or 2 1/4 x 2 1/4 format.

Staff photographers were on assignment in all of Ontario's major tourist areas during the year. Included in the shooting schedules were:

Lake Erie-Southwestern Ontario region, Algonquin Park-Madawaska-Ottawa Valley, St. Lawrence-Thousand Islands area, Niagara Falls area, Rideau and Land of Lakes area, Blue Water-Huron region, Districts of Muskoka, Haliburton and the Kawartha, the French River and Lower Georgian Bay, and Lake Simcoe.

In Northern and Northwestern Ontario, assignments were carried out in the:

North Bay and Sudbury area, Timmins-Porcupine region, and the District of Algoma. The Lakehead and Lake of the Woods area of Northwestern Ontario were also included. This schedule also included obtaining photographs covering the new stretches of the Lake Superior section of Highway No. 17.

Departmental photographers were present at many of the special events taking place in various sections of Ontario during the past year, including:

Opening of Upper Canada Village, Niagara Grape Festival, Mariposa Festival at Orillia, Muskoka and Haliburton fall colour cavalcade, Rosspoint Derby, Tulip Festival, Ottawa, Harmsworth Trophy Races at Picton, Blessing of Blossoms Ceremonies at Niagara-on-the-Lake, and Opening of Mosport Park.

Special events covered during the winter months were:

Canadian Ski Instructors Alliance School at Blue Mountain, Ground Hog Festival at Wiarton, Indian Snow Snake Races near Brantford, Muskoka International Bonspiel, Dice-On-Ice at Port Sydney, and winter carnivals at Penetang, Timagami, Barrie, and many of the Province's major ski meets.

In addition, photographs were obtained at many of Ontario's winter vacation areas, these included:

The Lakehead, Sault Ste. Marie, Sundridge, Muskoka, and the Collingwood and Thornbury area.

Photograph Library

The 31,050 black and white photographs distributed from our library represents a very slight increase over the previous year. Appendix 'A' contains an analysis of this distribution.

Again, an increase of over 50 % was achieved in our distribution of colour photographs, this distribution reaching a total of over 4700 transparencies, a further indication of the increasing use of colour photographs in promotional and editorial fields. Appendix 'B' contains an analysis of this distribution.

Darkroom Production

The major portion of darkroom production was in the standard 8 x 10 size, with many specialized requests for prints of varying dimensions, from 35 mm to oversize display enlargements, being produced.

Motion Picture Production

In attempting to up-date this Department's film library, we again produced two new films which will replace obsolete productions. The film 'Lake of the Woods' produced in 1948, is to be replaced with a new film on the Dryden-Sioux Lookout-Kenora-Fort Frances area, and the film 'Lakehead Nipigon Holiday', produced in 1949, will be replaced with a new film featuring the North Shore of Lake Superior-Nipigon-Lakehead areas. These 16 mm films, in colour, with narrative and musical sound tracks, will be cleared for world-wide direct screening and television distribution.

Motion Picture Library

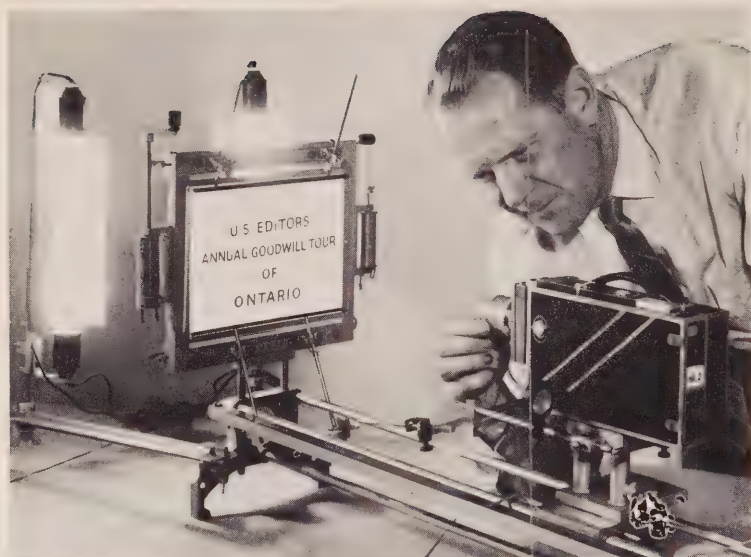
The films 'Our Man in Muskoka' and 'They Come to Huronia', released at the beginning of 1961, enabled us to withdraw our film 'Muskoka Story' produced in 1949, from distribution, and to add a film on the Huronia area, not previously covered in our film library.

The National Film Board's Travel Film Library looks after distribution of Department films in the United States, and they have reported a total of 9,281 screenings of 20 Department titles during the latest 12 month period for which figures are available. During the same period, 9 Department films cleared for television, were telecast 279 times through the Travel Film Library's free television circuits. The Film Board reports indicate that the newer Department films are among the most popular being distributed through their Travel and Wildlife program on a screening per print basis.

Canadian distribution through this office, was slightly under the previous year with 662 bookings being recorded. However, the interim report from the National Film Board indicates that their Canadian summer circuit distribution was well ahead of previous years. Free television screenings in Canada numbered 47, the highest total to date.

Maintenance, storage, and shipping for Canadian distribution is a function of this office, and all films are available through the Branch free of charge.

The Canadian Government Travel Bureau continued to support our film program by extensive print purchases of Department films.



Titling 16mm Department of Travel and Publicity films.



Cleaning and maintenance of photographic equipment.



Cataloguing and sorting of pictures in Photo Library.

SPECIAL PROMOTION AND PUBLIC RELATIONS

Tours of Editors, Writers and Photographers

Photography Branch personnel were required, to arrange and participate in many of the special promotion projects conducted by this Department during the past year. For purposes of this report, these are tabulated on a monthly basis.

February	Mr. Bill Hughes, Travel Editor of the Cleveland Press, accompanied by a staff member, visited the Blue Mountain Ski area to obtain material for that newspaper.
April	Mr. Mike Bolton, Outdoor Editor of the Toronto Star, Mr. Hank Andrews, Outdoor Editor of the Cleveland Press, and Mr. Roger Latham, Outdoor Editor of the Pittsburgh Press, accompanied by a staff photographer, visited the Gogama area through arrangements made by the Gogama Tourist-Outfitters Association and the Information Branch of this Department.
May	<p>Mr. Fred Van Deventer, free lance writer and broadcaster, on assignment for National Geographic magazine, accompanied by a staff member, made a preliminary tour of the Trent-Severn waterway in preparation for an article to be submitted to National Geographic magazine on the waterway.</p> <p>Mr. Erwin Bauer, free lance American Outdoor Writer and photographer, accompanied by a member of this staff, covered a bear hunting and fishing assignment in the Manitoulin-McGregor Bay area for Outdoor Life magazine.</p> <p>Mr. Mel Ellis, Outdoor Editor of the Milwaukee Journal and Associate Editor of Field and Stream magazine, with a member of this staff, were on assignment in the White River area for those publications.</p> <p>Assistance was given to Mr. Phil Rich, Publisher of the Midland Daily News, Midland Michigan, in preparing for a tour of the North Shore-Lake Superior area.</p>
June	<p>Mr. Larry Townsend, Assistant Travel Editor of the Chicago Tribune, with a member of this staff, toured the North Shore-Lake Superior area on assignment for that newspaper.</p> <p>Mr. Jay Reed, Outdoor Editor of the Appleton Post-Crescent, Appleton, Wisconsin, and the Green Bay Press-Gazette, Green Bay, Wisconsin, also obtained assistance from this Branch in preparation for a tour of the North Shore-Lake Superior area.</p> <p>Mr. Frank Kuchirchuk, writer-photographer for the United Press International and King Features Syndicate, toured the Muskoka-French River areas, accompanied by a member of this staff, to obtain story material and photographs for these organizations.</p>
July	Mr. Fred Van Deventer proceeded with the cruising the Trent-Severn waterway article for National Geographic magazine, previously mentioned.

Mr. Bud Paulson, Boating Editor of Field and Stream magazine, obtained material in the Georgian Bay area for a cruising article used in that publication.

Mr. Clare Allen, Outdoor Editor of the Buffalo Courier Express and Outdoor Broadcaster of W.E.B.R., with a Department photographer, was on assignment in the Kawartha-Land of Lakes area. Assistance was given Mr. Len Barnes of the Michigan Motor News in preparation for an article about the North Shore of Lake Superior to be used in that publication. In addition, footage was obtained for a television film which Mr. Barnes produced during the trip.

August

Mr. Bud Paulson and a staff photographer visited the Ontario St. Lawrence Development and Thousand Islands area to obtain story material and photographs to be used in a boating article.

September

Mr. Mel Ellis, accompanied by a member of this staff, participated in the James Bay Goose Shoot and a moose hunt in the Cochrane area, to obtain story material and photographs on these activities for the Milwaukee Journal and Field and Stream magazine.

Arrangements were made for Mr. Bert Darga of New York, Associate Editor of True magazine, to participate in a moose hunt in the Chapleau area. In addition, assistance was given to Mr. Jay Reed to participate in a moose hunt in the Ear Falls area, and to Mr. Phil Rich of Midland, Michigan and Mr. George Averill of the Birmingham Eccentric, Birmingham, Michigan, on a moose hunt in the Black Sturgeon area.

November

Arrangements were made for Mr. Erwin Bauer to participate in the deer hunt on Manitoulin Island, on assignment for Outdoor Life magazine.

Special Projects

The major special promotion project of the Branch during the year was the Eighteenth Annual U.S. Editors' Goodwill Tour of Ontario held in June. Twenty-seven States were represented on the tour which started in the Canadian Lakehead, travelling by bus around the North Shore of Lake Superior with stops at Terrace Bay, White River, and Wawa, and proceeding to Sault Ste. Marie. The tour travelled eastward through Algoma to Sturgeon Falls, south to Parry Sound, and Muskoka, east through Algonquin Park to Renfrew and Ottawa. The group visited the St. Lawrence Seaway and Power Development, Upper Canada Village and Battlefield Park, Kingston, Toronto and Oakville-Trafalgar during the 12 day itinerary which ended in Niagara Falls.

The editors were shown many of Ontario's historic sites and tourist and cultural attractions as well as much of the Province's industrial development and potential. Upon completion of the tour each editor was initiated into the K.O.B. (Know Ontario Better) Club.

A series of daily stories on the tour, prepared by a member of the Division of Publicity, along with photographs and mats were forwarded to each editor to be used in their newspapers during and immediately following the tour. In addition, a souvenir photograph album was prepared and presented to each editor, and a 16 mm colour film was also produced and prints circulated to the editors for screening to interested groups in their home communities.

Bound copies of stories about the tour, which appeared in the editors' newspapers, were distributed to those organizations and associations who assisted the Department with the tour arrangements.

In April a member of this staff was assigned to the Indian Guide School held at the Quetico Conference and Training Centre, to assist in obtaining photographs and publicity on this new undertaking, in which several Provincial and Federal Government Departments, in cooperation with the Northern Ontario Tourist Outfitters Association, participated.

In cooperation with the Development Branch, a member of this staff participated in a familiarization tour of sections of Ontario arranged for two travel counsellors from the Chicago office of the Canadian Government Travel Bureau.

A member of this staff, acting as coordinator, assisted the Ontario Division of the Canadian Ski Instructors Alliance in preparation for their annual ski school to be held at Owen Sound early in the new year.

Branch personnel arranged for and participated in the fall meeting of the Northern Great Lakes Area Council, held in Toronto in September, and the annual reunion of the Know Ontario Better Club, held in Chicago during the convention of the National Editorial Association.

Branch personnel attended and participated in, either by speaking or screening films, many conventions of tourist organizations and groups during the year.

COLIN McDONALD,
Director.

APPENDIX 'A'

A total of 31,050 black and white photographs were distributed from the Library in 1961. Statistics on this distribution are as follows:

Department of Travel and Publicity
Publications and Promotions
8,894

Other Ontario Government
Departments
2,852

Federal Government Departments
287

Canadian Government Travel
Bureau
375

Travel Shows, Exhibition and Displays
634

Travel Folders and Promotions
other than those produced by
Travel and Publicity
3,260

Canadian Magazines
1,534

Canadian Newspapers
2,657

United States Magazines
1,409

United States Newspapers
3,548

Television
492

Transportation Companies
528

Convention Publicity
447

United States Industrial House
Organs
113

Canadian Industrial House Organs
2,271

United Kingdom Newspapers and
Magazines
117

Foreign Newspapers and Magazines
including Germany, Switzerland,
Portugal, Argentina and Japan
285

Educational Publications

Canada
682

United States
472

Other, including
France, India, Bahamas,
England and Ceylon
193

APPENDIX 'B'

A total of 4,719 colour photographs were distributed from the Library in 1961. Statistics on this distribution are as follows:

Department of Travel & Publicity 1,737	Canadian Government Travel Bureau 204
Federal Government Departments 120	Canadian Newspapers and Magazines 680
Travel Folders other than those produced by Travel and Publicity 589	Educational Publications 146
United States Newspapers and Magazines 662	Convention Promotion 75
Material for Lectures including 35 mm colour duplicates of Department transparencies 283	Foreign Magazines & Publications 67
Other Ontario Government Departments 156	

Report of the Historical Branch for 1961

The Historical Branch administers certain departmental functions relating to history, archaeology and museums. It also provides permanent staff for the Archaeological and Historic Sites Advisory Board of Ontario, a body of private citizens which advises the Minister on matters relating to the above subjects.

Erection of Historical Plaques

The branch continues its programme of commemorating sites, structures, events and individuals of historical significance by means of official plaques. Extensive research was carried on in libraries, archives, registry offices and private collections, as well as through interviews with local historians. Some 100 different subjects were investigated in detail, and final inscriptions for about half of these were approved by the Archaeological and Historic Sites Board of Ontario. Forty plaques were officially unveiled during the summer and fall months of 1961, making a total of 268 erected throughout Ontario since the inauguration of the programme.

In order to arouse interest among local residents in their own districts' historical attractions, it has been our policy that the formal unveiling ceremonies should be arranged and sponsored by local organizations. Although this procedure sometimes complicates arrangements, it is felt that the results more than compensate for any difficulties involved. The sponsoring organizations have included historical societies, municipal councils, Women's Institutes, chambers of commerce, service clubs, tourist associations and church congregations.

The erection of each plaque stimulates interest in the subject covered, and we receive many inquiries, both from local residents and tourists, asking for further details. In the course of our research on any specific subject, much incidental historical information is obtained, which, of course, cannot be included in the plaque's limited wording. It is, however, kept on file and can be used by local historical societies or tourist promotion groups in the course of their efforts to preserve and publicize their region's history.

It should also be noted that at each unveiling ceremony a member of the Archaeological and Historic Sites Board is in attendance, and gives a talk on the historical background of the plaque. In rendering this service, these public spirited citizens are, of course, compelled to take time from their own work.

A list of all plaques erected in 1961 is attached hereto as Appendix A.

Protection and Investigation of Archaeological Sites

Although no new archaeological sites were designated under the terms of the Archaeological and Historic Sites Protection Act during the past fiscal year, an active programme of investigation was carried on. During August an expedition, headed by Mr. Walter Kenyon of the Royal Ontario Museum, was employed to continue investigation of the ruins of a fortified structure near the mouth of the Albany River. No final conclusions have, as yet, been reached, but it appears to have been erected with considerable skill along military lines, and it is believed to have been the second or third post of the Hudson's Bay Company on the Albany. Probably built during the 1680's and abandoned in 1713, it was involved in the military conflicts between the French and English in that era, and played an important role in our early history.

Unlike most early trading posts, this site had not been built on or disturbed since the early 18th century. It thus provided invaluable information on the construction methods, living conditions, weapons, trade goods and utensils of that period. An extensive collection of artifacts was recovered from the site, and these will provide important information to historians and museum authorities. Knowledge gained from excavation of this post should also prove useful to any organizations contemplating the reconstruction of other early trading posts as historical attractions.

Dr. Wilfrid Jury was given assistance in his investigation of the Willow Fort site in Vespra Township. As a result of his findings there, the Barrie Chamber of Commerce had purchased the property, and is drawing up plans for reconstruction of this former military depot. Situated near the western terminus of the Nine Mile Portage, it protected the vital supplies being forwarded to British military posts on the upper Great Lakes during and immediately after the War of 1812.

Support was also given to Dr. Jury in his project of locating and outlining the ruins of structures which formed part of the former naval headquarters at Penetanguishene. He also investigated certain Huron village sites in Tiny Township in an effort to locate definitely some of those visited by Champlain and the early missionaries during the 17th century.

Aid to Museums

An active programme of assistance to the province's public museums is being continued. By the end of the fiscal year, it is estimated that some 40 museums owned by municipalities or regional conservation authorities will have received financial assistance through this department. These grants, intended to assist with the maintenance and curator's salary of the museum, are made on a matching basis and are contingent on expenditures made by the municipality concerned. Although the maximum possible annual grant is \$1,000, this assistance has proved very helpful to the province's local museums, most of which are operated by voluntary effort on very small budgets. From the government's point of view, the consequent improvement in their standards is greatly to be desired, since in addition to their educational value, the province's museums provide a major attraction to visitors.

Technical assistance is also given to public museums in Ontario by the Museums Advisor of this branch. During the present fiscal year, he has visited some 80 museums. His assistance covers such aspects of the museums' activities as administration, organization, display, cataloguing, preservation of material and publicity. He was also able to provide a valuable liaison between the various museums, thus facilitating the exchange of material and information. In addition to visiting and corresponding with museum officials, he has compiled a number of standardized information sheets on technical matters for general distribution.

The department made a grant to the Ontario Historical Society to assist with the operation of its annual "museums workshop" which trains curators. A special project undertaken by the Museums Adviser in 1961 was the organization of a two week training course on the conservation of museum material. This course, at which he also lectured, was held in Toronto under the auspices of the Canadian Museums Association, and about half the students were connected with Ontario museums.

Information and Publications

A revised edition of the folder "Ontario History" was published in 1961. Preliminary work was also undertaken on a new edition of the brochure "Historic Ontario, Old Upper Canada" in the expectation that a new version would be authorized during



On July 26, 1961 an historical plaque commemorating the history of the 49th Parallel was unveiled where that line of latitude crosses highway No. 11 about four miles south of Cochrane. Participants in the ceremony shown left to right included: Lieutenant-Commander Peter Wilch; Mr. Rene Brunelle, M.P.P. (Cochrane North); Prof. T. F. McIlwraith of the Archaeological and Historic Sites Board; His Worship Mayor M. A. Palangio of Cochrane; the Honourable John Keiller Mackay, D.S.O., V.D., Q.C., LL.D., D.C.O., Lieutenant-Governor of Ontario, who unveiled the plaque; Colonel C. E. Reynolds, D.S.O., M.C., Chairman of the Ontario Northland Transportation Commission; Dr. James B. McClinton, President of the Northern Ontario Associated Chambers of Commerce; Mr. W. E. Brewer, President of the Porcupine Chamber of Commerce; and Mr. James Shirley, President of the Cochrane Board of Trade.



On August 27, 1961 an historical plaque commemorating the seventeenth century Jesuit Mission on Manitoulin Island was unveiled at Ten Mile Point beside the highway from Little Current to Manitowaning. Participants in the ceremony shown left to right included: Mr. J. D. Tracy, President of the Little Current and District Chamber of Commerce; Rev. Father J. E. O'Flaherty, S.J., Pastor West Bay and Missions; Dr. Wilfrid Jury, a member of the Archaeological and Historic Sites Board; Rev. Father John McKey, S.J., Superior, Northern Ontario Indian Missions; the Honourable Bryan L. Cathcart, Ontario's Minister of Travel and Publicity; and Mr. John Dunlop, Reeve of Howland Township.

the coming fiscal year. Press releases were compiled and distributed in advance of each plaque unveiling ceremony. These included details on the historical background of the plaque, and together with photographs taken at the event, were used extensively by the province's newspapers and radio and television stations.

A grant was also made to the Ontario Historical Society to assist in the publication of its scholarly periodical, "Ontario History".

A considerable volume of inquiries regarding the province's history or historical attractions was received from the general public in the form of letters, telephone calls and personal visits. Some of these inquiries involved extensive research. In this connection, it was necessary to exercise some control over the amount of time spent on any one inquiry, in order to avoid undue interference with other vital duties of the branch. Assistance in historical matters was also given to other government agencies including the Departments of Economics and Highways.

D. F. McOUAT,
Director, Historical Branch.

Appendix A

**SUBJECTS COMMEMORATED BY
THE DEPARTMENT OF TRAVEL AND PUBLICITY IN 1961**

(The brief descriptions included herewith are not copies of the actual inscriptions on the plaques.)

THE BRUCE MINES—This plaque commemorates the first commercially successful copper mine in Canada. The original claim was filed in September, 1846, and production commenced 1847-48. (Grounds of museum building in Bruce Mines.)

AUGUSTUS JONES—One of the province's best known pioneer land surveyors, he commenced his work in the Niagara Peninsula in 1787. He surveyed vast areas in what is now southwestern Ontario, as well as Dundas Street and Yonge Street. After the War of 1812, he settled in what is now Brant County. (County Courthouse, Brantford.)

REV. PETER JONES 1802-1856—The son of Augustus Jones and a Missisauga chief's daughter, Peter Jones was an eminent Methodist missionary and a renowned preacher. He converted many of Upper Canada's Indians and translated the Gospels and a number of hymns into the Ojibwa language. This plaque is erected in front of the home which he built in Brantford. ("Echo Villa", Colborne Street East, Brantford.)

THE SAUGEEN INDIAN TREATY 1854—On October 13, 1854, the last large transfer of land in the southern part of the province took place under a treaty between the Saugeen and Newash bands of Ojibwa Indians and the government. By its terms the Indians surrendered most of the Saugeen (Bruce) Peninsula which was shortly thereafter opened to white settlement. (At the Indian Mission Church, Saugeen Reserve, near Southampton.)

ST. JOHN'S ANGLICAN CHURCH 1823—Commemorates the founding of a pioneer congregation and the first church to be commenced in what is now Carleton County. (St. John's Church, Richmond.)

THE FORTY-NINTH PARALLEL—This plaque marks the point at which the 49th parallel of latitude crosses the highway. This line forms the southern and international boundary of the provinces of Manitoba, Saskatchewan, Alberta and mainland British Columbia. The inscription relates the history of its selection by Britain and the United States, including the bitter dispute over this boundary in the Oregon Territory. (Highway No. 11, 4 miles south of Cochrane.)

ROBERT McLAUGHLIN 1836-1921—In commemoration of a pioneer of the Canadian vehicle industry, who started to build cutters in 1867. His business prospered, and in 1877 he moved to Oshawa where it became the largest carriage-works in the British Empire. In 1907 the McLaughlin Motor Car Company was formed, and the following year began to assemble some of the earliest automobiles produced in Canada. (At Ewart McLaughlin's farm, Con. VII, Darlington Township.)

THE EDISON HOMESTEAD—Marks the site of Samuel Edison's original home. A Loyalist from New Jersey, he moved to Nova Scotia in 1783, and settled in Upper Canada in 1811. He fought in the War of 1812, but his son Samuel Jr. supported the Reformers in the Rebellion of 1837. Forced to flee to the United States, the latter settled

in Milan, Ohio. There his son, Thomas Alva Edison, the noted inventor, was born on 11 February, 1847. (At Vienna.)

THE SPARTA SETTLEMENT—In 1813, Jonathan Doan, a Quaker from Pennsylvania, settled in Yarmouth Township. There he acquired over 3,000 acres of land and in 1815 returned to Pennsylvania, where he persuaded a group of his co-religionists to settle in Yarmouth. Doan built a sawmill, grist-mill and tannery, which formed the nucleus of the settlement, and he provided land for a Meeting House which was completed in 1821. (At Friends' Cemetery, Sparta.)

ELLIS WELLWOOD SIFTON, V.C. 1891-1917—Honours this Canadian soldier who, during the attack on Vimy Ridge, April 9, 1917, destroyed an enemy machine-gun post single handed thus saving the lives of many of his comrades. In carrying out this gallant act, he was killed and was awarded the Victoria Cross posthumously. (St. Peter's Church, Tyrconnell.)

FRENCH SETTLEMENT OF THE SOUTH SHORE—In 1749 a group of "habitants" from French parishes along the St. Lawrence River settled opposite Fort Pontchartrain (Detroit). Joined by discharged soldiers and some civilians from the fort, they formed the first permanent agricultural settlement of European origin in what is now Ontario. (Dieppe Gardens, Windsor.)

CAPTURE OF OGDENSBURG 1813—On February 22, 1813, a British and Canadian force under the command of Lieutenant-Colonel "Red George" Macdonell crossed the frozen St. Lawrence River to attack the U.S. military post at Ogdensburg. After a spirited battle, the American garrison was routed and Ogdensburg fell. (Public Utilities Park, Prescott.)

CHARLES RANKIN 1797-1886—Commemorates this pioneer surveyor who opened up much of what is now Grey County for settlement. He began to survey in the Nottawasaga Bay area in 1833, and settled on some 200 acres of land near the present town of Thornbury. (Municipal Park, Thornbury.)

TOM THOMSON 1877-1917—One of Canada's most distinguished painters, he was born at Claremont, in Ontario County, but his family moved to Leith in the same year. An exponent of a distinctive style of Canadian landscape painting, he influenced the work of the famous "Group of Seven". His brief career ended tragically in July, 1917, when he was drowned in Canoe Lake, Algonquin Park. (At the village of Leith, near Owen Sound.)

THE BRANT HOUSE—Commemorates the house built here about 1800 by the great Mohawk chief, Captain Joseph Brant (Thayendanegea). He was granted some 3,500 acres of land in the area in 1798 for his military services to the Crown during the American Revolution. The present house, a replica of the original, is the result of an extensive restoration carried out in 1937-38. (Brant House, Burlington.)

RAT PORTAGE POST—A Hudson's Bay post was erected on nearby Old Fort Island about 1836, and was the first European structure within the present Kenora. In 1861 it was moved to the mainland where it formed the nucleus of the community of Rat Portage. Situated on the main canoe route to the West, the post was visited by many persons prominent in Canada's history. (McLeod Park, Kenora.)

THE WOLSELEY EXPEDITION 1870—In August, 1870, a force of British regulars and Canadian militia of some 1,200 men, commanded by Colonel Garnet Wolseley, arrived in the area en route to the Red River to establish Canadian authority within the present province of Manitoba. The local inhabitants, fearing loss of their lands and interference with their mode of existence, had set up a provisional government under Louis Riel after the transfer of the area by the Hudson's Bay Company to Canada. The expedition reached Fort Garry on August 24 to find that Riel had fled. (At Ontario Government Reception Centre, Highway No. 17.)

NEW FAIRFIELD 1815—In 1792 a Moravian missionary settlement of Delaware Indians was established on the north bank of the Thames River above what is now the city of Chatham. The community was destroyed in October, 1813 by an invading force of American soldiers, and re-established in 1815 on the south side of the river. Their church, the third such edifice which succeeded two more primitive buildings, was completed in 1848, and stands today as a memorial to these pioneer settlers. (In front of the church at the Moravian Indian Reserve near Thamesville.)

MALLORYTOWN GLASS-WORKS—Marks the establishment of the first known glass-works in Upper Canada. Although the date of its commencement of production has not been confirmed, it was in operation 1839-40. The owner of this pioneer industry was Andrew W. Mallory, a descendant of the family which founded the community. (On the grounds of the public school, Mallorytown.)

LIEUTENANT-COLONEL JOHN BUTLER 1725-96—Born in Connecticut, this well known Loyalist soldier and pioneer settler in the Niagara area, obtained a large tract of land in the Mohawk Valley, N. Y. He was commissioned in the Indian Department and served with distinction in the Seven Years War. Forfeiting his estates at the outbreak of the American Revolution, he raised a Loyalist corps, "Butler's Rangers" which was the scourge of the rebel-held territory in New York State. The unit was disbanded in 1784, and led by their former commander, many settled in the Niagara Peninsula. (At Butler's Burying Ground, Niagara.)

FIRST MENNONITE SETTLEMENT—The first group of Mennonites known to have settled within the present province of Ontario took up land in 1786 some twenty miles west of Niagara. By the turn of the century, a further group of about twenty-five families were persuaded to join their brethren, and settled in the vicinity of the present communities of Vineland and Jordan. Here the first Mennonite church congregation in Canada was organized in 1801. (Near the Jacob Fry House of the Museum of the Twenty, Jordan.)

JESUIT MISSION TO MANITOULIN 1648-50—Established by Father Joseph Poncet, S. J., the first known European resident of the island, the mission was in operation October, 1648 to May, 1649 and again before the end of 1649 until 1650 when it was abandoned following the defeat and dispersal of the Huron nation by the Iroquois. (At Ten Mile Point beside Highway No. 68 about 10 miles south of Little Current.)

THE MANITOWANING MISSION—The story of the establishment of the first permanent Anglican mission on the island in 1838 by the Rev. C. C. Brough. The church, which still stands, was built by the Indian congregation in 1845-49. (St. Paul's Anglican Church, Manitowaning.)

MATTAWA HOUSE 1837—Commemorates the former Hudson's Bay trading post, which stood at this junction of historic canoe routes, and formed the nucleus of the community of Mattawa. (Hudson Bay Point, Mattawa.)

LA VASE PORTAGES—To mark the three portages which connected Trout Lake and the lower La Vase River, and formed part of the great canoe route from Montreal to the West. It was traversed by many of Canada's most famous explorers, missionaries and fur traders. (Highway No. 17, 2½ miles east of North Bay.)

COLONEL THOMAS HORNOR 1767-1834—Honours the pioneer settler of Blenheim Township who took up land there in 1795, and built the first sawmill and first grist-mill in what is now Oxford County. A justice of the peace and registrar for Oxford and Middlesex, he was the first member of the Legislative Assembly to be elected for Oxford. (Princeton Cemetery, Princeton.)

CANOE ROUTE TO THE WEST—This plaque marks a link in the historic canoe route from Montreal to the West. This route ascended the Ottawa and Mattawa Rivers, crossed Lake Nipissing and descended the swift French River to Georgian Bay and the upper Great Lakes. Here passed most of the famous Canadian explorers, missionaries and fur traders of the 17th, 18th and early 19th centuries. (Southern approach of bridge crossing the French River on Highway No. 69.)

RIGHT HONOURABLE ARTHUR MEIGHEN 1874-1960—Honours the statesman who served twice as Canada's prime minister. (Anderson, near St. Mary's.)

THE SERPENT MOUNDS—These pre-historic burial mounds are the only ones of their type known to exist in Canada, and it has been estimated that they were constructed about the second century A.D. (Serpent Mound Provincial Park, near Peterborough.)

THE McNAB SETTLEMENT—The story of the settlement established by Archibald McNab (1779-1860) thirteenth chief of Clan Macnab, who for a number of years ruled his Highland emigrants in McNab Township in the manner of a feudal chieftain. (Municipal Park, Arnprior.)

WILLOW CREEK DEPOT—Relates the history of a military supply depot established to supply the British posts on the upper Great Lakes during the War of 1812 and the immediately following years. (Lot 14, Con. IX, Vespra Township.)

CAHIAGUE—Marks the site where, according to the best current evidence, stood the principal village of the Huron nation. From here Samuel de Champlain set out in 1615 on his ill-fated military expedition against the Iroquois. (Near Warminster, 9 miles west of Orillia.)

THE FOUNDING OF MIDLAND—Commemorates the founding of this town, which took place as a result of the selection of the site as an important railway terminus. (In front of post office building, Midland.)

SIR WILLIAM C. VAN HORNE 1843-1915—Honours the man who, as general manager of the Canadian Pacific Railway, supervised its rapid construction across the continent. Its completion ensured Canadian unity. It is believed that he was primarily responsible for the naming of Port Arthur. (Municipal Park opposite Public Utilities Building, Port Arthur.)

THE PORTAGE ROAD—Marks an old Indian portage from Lake Simcoe to Balsam Lake. In 1834-35 a large portion of it was incorporated in the present Portage Road. (East of Bolsover, at junction of Highway No. 46 and county road to Gamebridge.)

HONOURABLE JAMES YOUNG 1835-1913—Honours this noted politician, writer, editor and publisher. He was an authority on the history of the Galt area. (Central Presbyterian Church, Galt.)

THE FOUNDERS OF FERGUS—Commemorates the founding of this predominantly Scottish community in 1833 by the Honourable Adam Fergusson and his partner James Webster. (In front of public library, St. Andrew's Street West, Fergus.)

THE FOUNDER OF ELORA—Honours Captain William Gilkison (1777-1833) who emigrated to North America in 1796. In 1832 he purchased some 14,000 acres of land in Nichol Township and founded Elora at the falls of the Grand River. (Town Square, Elora.)

"THE BURLINGTON RACES" 1813—Relates the story of a naval engagement during the War of 1812. A superior American fleet attacked the British squadron off York (Toronto) and after a running battle, the British managed, through skilful seamanship, to bring their ships over the sand-bar into the safety of Burlington Bay. (Harvey Park, Hamilton.)

ZION EVANGELICAL LUTHERAN CHURCH— Commemorates the founding of one of the earliest Lutheran congregations in what is now the province of Ontario. In the present church, built in 1860, the Canada Synod of the Lutheran Church was founded in 1861. (Zion Evangelical Lutheran Church near Maple.)

Report of the Department of Public Records and Archives

THE READING ROOM

The attendance in the reading room during 1961 was larger than during any previous year. The total attendance was 1932, an increase of 252, or over 15 per cent, over the second highest attendance in 1959. This is due partly to the fact that the facilities available in the Archives are increasing and have become better known; partly to the increasing amount of records and newspapers available on microfilm; and partly to the fact that the Archives was open on several Saturday mornings from September to December. Among those visiting the Archives on these Saturday mornings were undergraduates and graduates from McMaster University, the University of Toronto, and Waterloo University.

MANUSCRIPT DIVISION

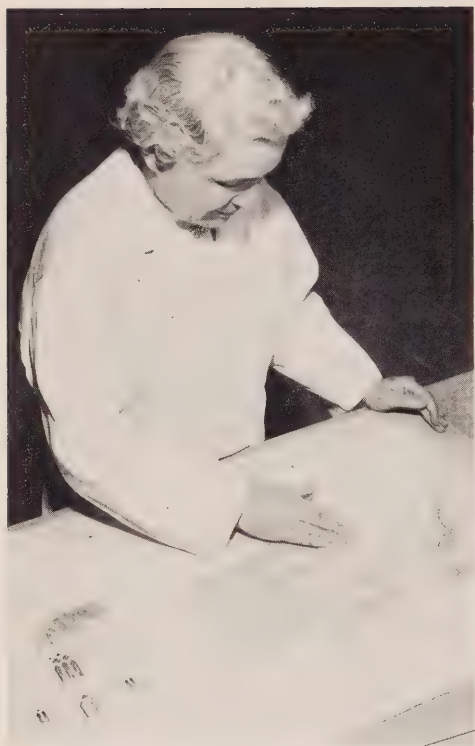
Government Records

Few government records were received by the Archives during the year. Government departments, however, showed a greater awareness of the role which might be played by the Archives in bringing about a procedure by which their records might be dealt with in a systematic manner so that non-current records of lasting value might be preserved and those of no value might be destroyed. The possibility of building a records centre to which dead and dormant records should be sent until their final disposition might be determined is under consideration.

Crown Land Papers—For many years after 1763 the most important asset in the new Canadian possessions of the British Crown was the public land. As time went on its importance was not lost sight of by either Imperial or Colonial governments. Within the colony there is no question that for decades the administration of the Crown lands was far and away the most time-consuming and important subject that received the attention of the Governor-in-Council. A glance at the record of the deliberations of the Executive Council of Upper Canada leaves no doubt on that score.

As it developed the Department of Crown Lands became exceedingly complex. By 1863 so complicated had it become that Thomas D'Arcy McGee believed that it was a "fair subject of discussion" whether any one administrator, however able, could successfully direct all its activities. This was doubtless because of the extensive range of its concerns. Besides surveying and disposing of Crown lands, the Department also (at one time or another) supervised and controlled lumbering and mining, agriculture, fisheries, Indian affairs, colonization roads, and other matters. Furthermore, on the single question of the disposal of Crown lands several different practices and sets of regulations had developed together and were in simultaneous use.

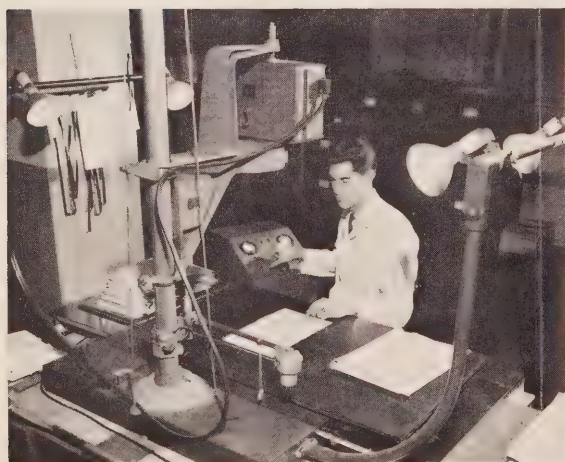
All this complexity is reflected in the voluminous records that have survived. Many of these have been in the Archives for some years and have been tentatively arranged for use. It has only been recently, however—with the acquisition of additional material from the Department of Lands and Forests' storage depot at Maple and from the Patents Office—that we have been in a position to attempt a closer analysis and a more comprehensive arrangement of these Crown Land papers. In the last few months a beginning has been made on this project. It is hoped that ultimately all the material pertaining to the operation of the Department of Crown Lands can be organized in a logical fashion with descriptive and explanatory notes written wherever necessary.



The first step in preserving a document is cleaning. Here an architectural drawing is being dry cleaned, the powder accumulating the dirt in the process.



In the Reading Room good use is made of the Archives holdings. Nearly 2000 visits were made here last year.



Microfilming makes possible the preservation of the image of thousands of documents in a fraction of the space occupied by the originals. (Above some of the voluminous records of the Department of Lands and Forests are being microfilmed in the Archives.)



Photostating not only gives accurate large size copies of documents but also can save wear and tear on fragile originals thus contributing to their preservation.

As a preliminary step a survey was made of these documents. This was done with the object of determining the best approach to the task of re-organization, and estimating the amount of work needed. It was evident from this survey that the key to the collection and to the most important of the Department's activities was the group of records concerning the disposal of Crown lands either by free grant or sale. Among other items this material includes a large number of fiats and warrants ordering grants of land to various individuals and groups, and several volumes of indexed registers in which are recorded some of the important information from the fiats and warrants. Some 25,000 of these documents have now been checked, arranged in their proper order, and repackaged for storage. They have been separated into distinct groups, and the registers covering each group have been located and checked. Finally, descriptive notes have been prepared for each group of fiats and warrants in which the origin and use of the documents is explained. A similar procedure has been followed in reorganizing approximately 1600 assignments, which are records of land transfers.

There are still about 10,000 fiats and warrants to be processed. When these have been organized, it is planned to continue with documents pertaining to other aspects of the Department's concerns, such as the records of lands reserved for religious and educational purposes, the records of surveys and inspections, and the documents relating to timber concessions, immigration, Indians lands, and so on. When the reorganization is completed the collection of Crown lands papers will be available for a variety of purposes. It is probable that the material will be useful to the economic and administrative historian. The papers concerning timber limits and immigration provide the best example of this. Obviously it will be of use to local historians and genealogists. Many of the fiats and warrants, for example, have attached to them files of correspondence which offer interesting glimpses into the early history of many Ontario communities, and information on some of the individuals and families who settled in them. Finally, one might mention the value a reorganization should have for the preparation of regional reports, such as the River Valley Reports, produced by the Conservation Branch of the Department of Lands and Forests.

Immigration Papers—An inventory has been prepared for all immigration records from the post-Confederation period (1869-1897) when the Department of Immigration was under the supervision of the Commissioner of Agriculture and Public Works. The correspondence has been arranged chronologically and the more significant letters have been entered in the Archives catalogue. The letters as well as other documents in the collection, aside from giving documentary evidence of the work and functions of the Department, offer a useful source of information for those compiling family histories.

Colonization Roads Papers—The Colonization Roads Papers received several years ago from the Department of Highways constitute one of the largest collections in the Archives, approximately 425 linear feet. They deal extensively with road-building through unoccupied Crown Lands in Ontario.

For some years these papers have not been readily available owing to the fact that the card catalogue received with the papers appeared to lead nowhere. This year an attack was made on the problem and a solution was found.

The bulk of the papers covers the years between 1862 and 1930, though there are several boxes containing records pertaining to the years before 1862. The significance of the collection lies in the fact that it supplies evidence regarding the spreading settlements in the Huron-Ottawa tract (Muskoka, Parry Sound, and Haliburton) and north-western Ontario, since it was in those areas that the largest number of colonization roads were constructed. Some documents (vouchers, pay sheets, reports, etc.) give de-



THE NEW AND ELEGANT STEAM-PACKET

St. LAWRENCE,

JOSEPH RICHARDSON, MASTER,

Lying at Hunt's Wharf,

WILL LEAVE FOR

Montreal,

O.V

AT

O'CLOCK PRECISELY.

AND WILL CALL AT THREE-RIVERS AND WILLIAM-HENRY.

For Freight or Passage apply to the Captain on Board.

Cabin, 30s.—2d Cabin, 15s.—Steerage, 10s.

Quebec,

1828.

PRINTED AT THE MONTREAL GAZETTE OFFICE.

Severely damaged documents can often be restored and repaired to an unexpected extent. Above poster has been restored, flattened, and will now be mounted on silk in an all rag bristol board mounting.



Watercolours and prints are preserved by cleaning, flattening, and mounting. Here we illustrate the hinging and mounting under a mask, of an early watercolour (with an attached neutral paper folder.)

tailed information about working conditions, prices, and wages, while others indicate technical difficulties involved in road-building. Many sketches and plans, the list of which has been prepared, are found in some petitions and inspectors' reports. These illustrate the settled areas as well as the proposed roads.

The index cards registering all incoming letters up to 1912 and an accurate card index for the years after 1918 are available. These indexes and the letter books covering the whole period are useful in tracing the particulars concerning individual roads.

An inventory has been prepared for the papers up to 1912. The papers have been arranged to facilitate search by students, although due attention has been paid as far as possible to the preservation of the original order of the collection.

Sessional Papers—A further consignment of original Sessional Papers, printed and unprinted, including petitions, committee reports and proceedings, and railway papers, was received from the Clerk of the Legislative Assembly. The Archives now holds the sessional papers of the Province from 1867 to 1940. An inventory of all sessional papers for this period has been prepared and the documents have been placed in document cases. The main importance of this collection lies in the unprinted sessional papers and in the petitions, railway papers, and committee reports and proceedings, since their contents cannot be found elsewhere.

Education Records—All Education Department records on hand have now been organized and transferred to the third floor of the Archives Building with the exception of the Incoming General Correspondence, 1878-1884, which is still in the basement.

Types of material processed during the year include: (1) 16 boxes of correspondence from officials and faculty members of the University of Toronto and Upper Canada College, written to Education Ministers the Honourable G. W. Ross and the Honourable Richard Harcourt. The letters range from about 1880 to 1905, and many of them are from such prominent persons as the late Sir Danial Wilson, Sir William Mulock, and George Dickson, at one time principal of Upper Canada College. (2) Early records of the Provincial Institutions for the Deaf and for the Blind, consisting chiefly of correspondence between the Principals of the institutions and the Inspectors of Asylums and Prisons. (3) Reports and correspondence concerning schools in Algoma, Manitoulin, and Parry Sound Districts, from the offices of the local inspectors, 1870-1905. (4) Correspondence and agreements relating to the publication of text books, 1865-1910.

Cards describing each series of records, as well as cards describing individual documents and volumes of special interest, have been completed and placed in the manuscript catalogue. The inventory has still to be revised.

The only new material received during the year was some sample files from the Community Programmes Branch and one journal (1846-1868) from the Accounts Office of the Department.

Non-Government Records

In last year's report it was stated that we had received the Smith and Chisholm Papers, the Aikins-Sutherland Papers, and the David Thorburn Papers. These have now been organized and catalogued. The organization and cataloguing of the H. J. Cody Papers are now practically complete, and a further gift from Mrs. Cody has been incorporated into the papers originally received. Three collections not previously organized: the Langton Papers (the family of John and Anne Langton, consisting of

manuscript, drawings and paintings), the W. D. Reid Collection (chiefly items pertaining to the families of U.E. Loyalists), and the Burns Monument Committee Papers, have now been organized and catalogued.

The great bulk of the Canada Company Papers are in the Ontario Archives; when it is found that records missing from our collection are preserved elsewhere an effort is made to acquire or copy them. This year the Toronto Public Library kindly allowed us to purchase from them some of the records missing from our collection that they had recently bought. This purchase included seventy-eight originals of the despatches in whole or in part sent from the Canadian to the London office. They amount to 17 per cent of the despatches sent between 1 March 1830 and 16 January 1837. In addition to these despatches there are abstracts of transactions from December 1839 to December 1840, and some death certificates. The inventory as it now stands is half completed.

Some of the more interesting items acquired during the year are: two travel diaries kept by T. C. Patteson in the year 1858, presented by Mrs. C. S. MacInnes of Toronto; photostats of Edward Blake's letters concerning the clippings relating to his connexion with the movement for Home Rule for Ireland, presented by Dr. Margaret Banks, London, Ontario; 110 original Ridout letters, many written during the war of 1812, secured by purchase; and the *Quebec Almanac*, also purchased. This almanac was originally owned by Thomas Ridout, the surveyor-general; in it Ridout wrote an account of some of the happenings in April 1813, when York was captured by the Americans. Also received were some further Samuel and Edwards Merrill Papers, presented by Mrs. F. C. Hood, Toronto; and letters and other items, which have been added to the C.L.L. Foster and the S. B. Harrison Papers, from Miss Colleyna Morgan, Toronto. All these are additions to collections that were already in the Archives.

Several small collections were added to the Archives holdings during the year: the McLachlin Papers: records of the McLachlin Lumber Company and the McLachlin family, Arnprior, collected by the late Charles Macnamara and presented by Mrs. F. C. Cunningham, Toronto; the Ker Family Papers, manuscript items pertaining chiefly to education in Dundas County, presented by Mrs. W. E. Staples, Toronto; the Ford Papers, largely correspondence of the Ford family, Ogdensburg, New York, towards the beginning of the nineteenth century, several of the letters being written during the 1812 war; the K. H. Smith Collection: papers concerning the descendants of Jacob Smith of Glanford and Saltfleet Townships.

Individual items too numerous to describe in detail were received during the year. Among these were copies of letters concerning Sanford Fleming and the Hutchison family of Peterborough; an amusing rule book for the conduct of clerks in a dry goods store in Ottawa; five American Civil War diaries kept by Alfred Armstrong, a Canadian serving in the Northern Army, 1862-3; two medical note-books, one, a record of midwifery cases, 1873-88, the other, medical recipes, 1887-9; a mimeographed copy of the diaries of William and Eliza Peters describing their journey from England to Upper Canada in 1830; the Cronkhite Papers, being letters and other manuscripts and photographs related to a Quaker family in Prince Edward County, and a typescript entitled "Captain Alexander McNeilledge".

The donors of these individual items were: Mr. Graeme Bacque, Toronto; Dr. J. A. Bannister, Port Dover; Messrs. W. A. Barnard, Department of Lands and Forests, Toronto; Mrs. Allan Burnett, Toronto; Mrs. A. E. Erickson, Victoria, B. C.; Messrs. Howard Findlay, Valparaiso, Illinois; R. C. Hays, Goderich; J. A. Howard, Kelowna, B. C.; Dr. A. D. Hutchison, Toronto; Mr. George Laidler, Hamilton; Miss Olive P. MacKay, Woodstock; Mrs. Gladys Morden, Elmira; Miss Colleyna Mortan, Toronto; Mr. Gordon P. Morse, Ottawa; Dr. R. A. Peers, Palo Alto, California; Messrs. E. C. Russell, Ottawa, and Eric D. Scott, King Township.

The compilation of a calendar for the C.O. 42 Series (the despatches from Upper Canadian officials to the Colonial Office) was continued and has been completed for the years 1841-2, together with comprehensive indexes to names and subjects. This will undoubtedly be very useful.

Other material on film added during the year included: the Papers of the Rev. Willaim Proudfoot and the Rev. Dr. J. A. Proudfoot of London, Upper Canada, (6 reels) donated by Mr. Leslie R. Gray of London; the letters of Sir Francis Bond Head and Lady Head to their son, 1836-7 (15 feet of film), purchased from the Bodleian Library, Oxford; the papers of Sir Allan Napier MacNab and his daughter Sophia (Lady Bury), 1815-84 (2 reels), purchased from the Public Archives, Ottawa; the history of the Village of Norwood from the typescript lent by Mr. R. A. Dean, Norwood (one reel); ledger for the years 1828-34 of John Macdonell, general merchant, Point Fortune, copied on film from the original lent by Mr. H. C. Redfern, Ottawa; and post office papers (one reel) from the Percy Band Collection. These last-named papers, lent to us to be microfilmed by the late Percy Band, are of much importance to those interested in our early postal history. They consist of printed postal instructions, contracts for mail-carriers, and other forms; official correspondence of Alexander Hamilton, postmaster at Queenston; postmarks of the post offices of Upper Canada, 1828; and some domestic correspondence in which the War of 1812 and the 1837 Rebellion are mentioned.

The Archives has continued to receive from the Genealogical Society of the Church of Jesus Christ of Latter Day Saints shipments of microfilm of documents from Ontario legal and municipal offices. During the year 315 of these reels have been accessioned. The material relates to the records of Bruce, Carleton, Dundas, Grenville, Grey, Haldimand, Hastings, Middlesex, Oxford, Peel, Waterloo, Wellington, Wentworth, and York Counties.

THE LIBRARY

Among the additions made during the past year to our published material were a number of books and pamphlets donated by persons interested in the Archives. The largest group of books consisted of most of the published works of William Perkins Bull, the gift of the Perkins Bull Foundation through its president, Dean T.H.B. Symons. Our set of these books is now practically complete. Two pamphlets, "A Memoir of the Honourable Elijah Leonard" and "100 Years: 1834-1934: E. Leonard & Sons Limited, London, Canada" were presented by the Honourable Leslie M. Frost.

Approximately one hundred publications of county council minutes have been added to our holdings. They include minutes of the council of the Western District and of the councils of the counties of Halton, Elgin, Huron, Middlesex, Wellington, Lambton, Perth, and Waterloo. These came to us from various sources, the majority being secured through the good offices of Mr. Edward Phelps of Sarnia and London, Ontario.

Every effort is made to secure the published reports of the various government committees and commissions and, where possible, the original manuscript material which form the basis of these reports.

Our policy of placing on microfilm printed material which is difficult to obtain or which must be microfilmed to ensure its preservation has been continued. The books and pamphlets we received have been catalogued and our binding programme has been continued.

NEWSPAPER DIVISION

A considerable file of the *London Advertiser* has been loaned to us by the Librarian of the University of Western Ontario, London, Ontario, to be microfilmed. Because a number of the newspapers had deteriorated the process of microfilming was slow. By the end of 1961, however, the daily issues from 1863 to March 1885 had been made available for the use of students. The file of the *York Herald* from 1860 to 1863, and all available copies of the *Toronto Herald* (1841-1848) were also placed on film.

As well as acquiring a large number of old Ontario newspapers which, after being repaired, were added to our newspaper collection, we purchased positive films of the *Hallowell Free Press* (1830-1834), the *Church* (1837-1856), and several newspapers published at Stratford, Ontario, from 1855 to 1896, including the *Stratford Beacon*, the *Stratford Herald*, and the *Stratford Times*.

PICTURE DIVISION

During 1961, 3105 pictures were added to our collection, an increase of nearly 400 over the accessions of the previous year.

Calls on our pictures have come from individuals, government departments, and publishing houses.

There are eight accessions which the Archives is especially pleased to have received in 1961.

The oldest item received is a watercolour, "Buchan's Timber Slide Bytown, Coronation Day of Queen Victoria June 28th 1838" by "F. J. M." This, a skilful representation, shows the frontier openness of the timber operations of 123 years ago at present-day Ottawa.

Photographs are prized for their accuracy of image and we have been fortunate to receive both some originals and some copy prints with negatives of views taken between 1859 and the early 1870's. These show views of Niagara Falls and the Suspension Bridge, the tight-rope walkers Bellini and S. J. Dixon crossing the gorge, and one of the Ottawa lumber piling grounds. The copies are of University College, Trinity University, Osgoode Hall, the interior of St. James' Cathedral and of College Avenue (now University Avenue), all taken c. 1859.

From Sault Ste. Marie we have received copies of an important collection of paintings by William Armstrong of that locality executed about 1870.

Perhaps the most valuable and attractive addition, however, is a collection of one hundred and twenty-one water-colour sketches by Arthur Ellis. During the summer of 1881 Arthur Ellis toured Ontario making sketches for the *Canadian Illustrated News*. By purchase in England we have now the artist's originals from which the engravings to be seen in the issues of November 12 and 26, 1881, were made. The pictures include views of Niagara, Cooksville, the Forks of the Credit, Toronto, Barrie, Couchiching Park, Orillia, Rosseau, Collingwood, Killarney, Manitowaning, Mudge Bay, Spanish River, and Bruce Mines. In addition to such variety of places these pictures have much of human interest in them. They show people, their costume and occupations, interiors of hotels, an election hustings, and in Barrie the arch erected in honour of the Marquis of Lorne.

From the School of Architecture we have received fifty additional measured drawings of buildings of note in the Province. These have proved very helpful to the work of local groups fostering the preservation of historically and architecturally remarkable buildings.

One of the largest accessions of photographic material to come to the Archives in 1961 was a set of one hundred and three glass negatives of activities in the lumber mills of McLachlin Brothers at Arnprior and views of the town. These were taken between 1894 and 1915 and are an attractive and interesting record of the local scene. Here can be seen lumber yard equipment, alligator boats used to move log booms, types of stock, the effect of flood waters on the Ottawa River, the laying of pipe lines across the Madawaska River, the churches, and the fine home and gardens of the McLachlin family.

A small accession of photo-copies worthy of mention are sixteen views of the destruction of downtown Toronto by the fire of 1903.

The most recently made pictures of interest is a collection of carefully taken views recording all the activities involved in a Mennonite barn-raising bee. Fifty-three photographs give what in the future will no doubt be a highly instructive record of an activity which even now is largely a thing of the past.

MAP DIVISION

The following fifteen original maps were donated to the Archives by Professor R. S. Harris: Essex County by H. F. Walling, 1877; Middlesex County by S. L. Peters, 1854; Elgin County, 1864 and Middlesex County by G. M. Tremaine, 1862; Woodstock by Beard and Wonham, 1855; map of proposed Ingersoll-Port Ryerse Railway by Thomas Dyas; Lake St. Clair by Bayfield and Renny, 1817; St. Mary's River by Bayfield and Collins, 1825; St. Joseph's Channel by Bayfield and Collins, 1822; Lake Huron by Bayfield, 1822; Mohawk Bay, Lake Erie, by Bayfield, 1828; four maps of the Long Point area.

Other interesting maps received were: Wall Atlas of the British Empire, 1875, by Tremaine; Hastings County by Ellmore; Peterborough, Victoria, and Northumberland Counties, by Caddy, 1861, all from the Ontario Historical Society; simulated birds'-eye view of Toronto.

Photostat copies received included: five early maps of parts of Upper Canada by McNiff, Holland and Collins, c. 1785-1790 (from the Public Archives of Canada); Waterloo and Woolwich townships showing names of settlers; Orillia business section in 1880's and 1890's; York Mills (part) in 1856.

Several printed maps as well as numerous small sketch maps showing in detail specific areas in the region between the Ottawa River and Georgian Bay were removed from the Colonization Road Papers, catalogued, and transferred to the Map Section.

To ensure better preservation and a more orderly arrangement in the map drawers, maps are being cleaned and placed alphabetically in folders made from neutral paper. To date the township maps in "C" cabinets have been completed.

Each year sees an increasing demand for photostatic copies of maps by town planners, students, local historians, and genealogists.

TO REPAIR AND PRESERVATION OF DOCUMENTS

An extensive study of the latest improvements in techniques and materials for restoration, repair and storage of documents was commenced early in the last year. The advice and demonstration of methods by Mr. Willman Spawn, Restorer for the Philosophical Society, Philadelphia, has been utilized to supplement the current literature and staff experience in repair work. Mr. Spawn's contribution in this regard was particu-

larly appreciated when a member of the staff attended the workshop, "Paper — Its Care and Repair", organized by the Museums Section of the Ontario Historical Society last October when Mr. Spawn was the special guest instructor. We are also indebted to the Toronto Public Library for helpful advice and assistance.

Maps, glass negatives, and fragile documents are now being stored in folders made of chemically neutral paper just recently made available in Canada. With the equipment at present on hand, the initial steps in restoration — cleaning, flattening, and repair of tears — can be carried out. A specially designed workshop which the department is planning will make more thorough repairs and restoration possible.

EMERGENCY MEASURES PLANNING

The department has been active on the Planning Committee of the Emergency Measures Organization (Ontario). A staff member attended the training course in September at the Fire College at Gravenhurst.

A provincial plan for the preservation of essential records has been produced in co-operation with E.M.O.

EXCHANGE OF COPIES OF DOCUMENTS

The Dominion Archives has suggested that certain collections of manuscripts in the Dominion and Ontario Archives be microfilmed and copies made available to students in either centre. It is hoped to begin this exchange in the near future.

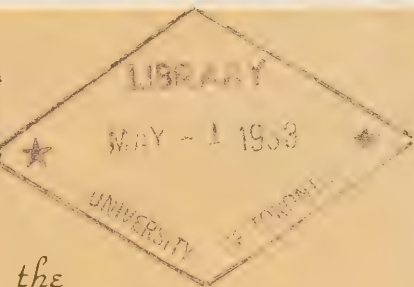
OTHER SERVICES

As in other years collections of copies of documents related to the courses given in history in Ontario schools have been circulated to schools recommended by the Department of Education. Also, as has been done in former years, typical documents preserved in the Ontario Archives were displayed at the Canadian National Exhibition. Requests for information, chiefly related to history and genealogy, have continued to be received by telephone and mail. The information requested has been supplied except in the case of involved genealogical queries.

G. W. SPRAGGE,
Archivist of Ontario

January 1962

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Report of the

DEPARTMENT OF TRAVEL & PUBLICITY

Province of Ontario

FOR THE YEAR 1962

BY THE HON. BRYAN L. CATHCART, MINISTER

Printed by order of
THE LEGISLATIVE ASSEMBLY OF ONTARIO

Sessional Paper No. 38, 1963
TORONTO

Printed and Published by authority of Frank Fogg,
Printer to the Queen's Most Excellent Majesty
1963

Printed in Canada

FRONT COVER — Parade held in conjunction with the 88th annual session of the Imperial Council of the Ancient Arabic Order of the Nobles of the Mystic Shrine for North American in Toronto, July 1 to 5, 1962. Rameses Temple, Toronto, were hosts.

Pictures by Photography Branch, Department of Travel & Publicity



THE HONOURABLE BRYAN L. CATHCART,
Minister of Travel and Publicity

TO:

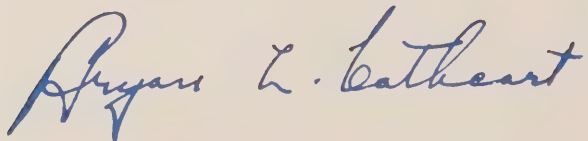
THE HONOURABLE J. KEILLER MACKAY, D.S.O., V.D., LL.D.,
Lieutenant-Governor of the Province of Ontario, in Council

MAY IT PLEASE YOUR HONOUR:

The undersigned has the honour to transmit herewith the Seventeenth Annual Report of the Department of Travel and Publicity and the report of the Department of Public Records and Archives, for the calendar year, 1962.

I have the honour to be, Sir,

Your obedient servant,



Minister of Travel and Publicity.

Toronto, Ontario,
March 5, 1963.

ANNUAL REPORT OF THE DEPARTMENT
of
TRAVEL AND PUBLICITY
1962

INTRODUCTION

During the year 1962, the volume of work undertaken by the Department increased significantly. Several factors contributed to this increase. Foremost among these were: the additional motor traffic entering Canada at border points along the Ontario boundary; the establishment of new tourist facilities; the continuing improvement in existing facilities; the expansion of winter recreation activities; and the encouraging growth of interest in the historical and museum programmes. The record number of tourist inquiries processed by the Department added to our volume and is a reliable indicator of the appeal Ontario has for the vacationer.

Tourism, generally, enjoyed one of its finest years with an overall increase of approximately eight percent in tourist revenue being distributed throughout the industry.

An increasing number of cars entered Ontario on Travellers' Vehicle Permits. The total reached 5,285,568, an increase of 236,651, or 4.7 % over last year. The figure represents 73.9 % of the total number of foreign cars entering Canada.

The Department received 418,524 tourist inquiries, 30,158 more than in 1961, and the number of visitors to reception centres increased by 75,475 for a total of 860,626.

The improvement of accommodation available to the traveller is keeping pace with tourism's upward trend. During the year, 224 new tourist establishments were constructed, offering 2,008 new units of accommodation and 358 existing establishments expanded by adding 1,884 additional units.

Each year, winter activities are playing a more vigorous role within our recreational programmes. A conservative estimate would indicate that at least \$2,000,000. was invested in 1962 to improve our winter facilities. Ski developments are offering the most modern type of lifts and tows to be found anywhere; new areas are being opened; and well-established areas are expanding and improving. Communities across the Province are taking advantage of the exhilarating winter weather, sponsoring winter carnivals that feature a wide variety of activities.

The programme of matching grants to recognized tourist associations, instituted by this Department in 1961, has resulted in the organization of tourist councils in 30 of the 31 tourist regions. Working closely with the Department, these councils are developing a co-operative programme and the results of these efforts are reflected in the improving tourist economy of these sections of the Province, through additional tourist spending.

The marking of historical sites, commemorating events, people and locations of particular significance in Ontario's past, is enjoying the increasing interest of our own people as well as of visitors to our Province. During the past year, the Department, on the advice of the Archaeological and Historic Sites Board, researched, approved and erected 41 historical plaques, bringing our six year total to 309. The museum grants programme is encouraging municipalities to take a more active role in the preservation of historical artifacts. Fifty-two local museums, an increase of twelve over the past year, were awarded grants under authority of the Department's Museum Regulations.

The undertakings of this Department, which have been the promotion and development of Ontario's tourist industry, have received international recognition over the years, but two instances that happened in 1962 are felt to be worthy of mention. Early in the year a special Committee of the Michigan State Senate was formed to study every aspect of the tourist business in an effort to determine what practices could be adopted within that State to attract more business. At the request of the Senate Committee a representative of this Department attended hearings to outline Ontario's tourist development and promotional programme.

This Department was also invited to participate in a meeting of the International Union of Official Travel Organizations, held in Lausanne, Switzerland. Most of the world's tourist-conscious nations are members of this Organization and all realize that the U.S.A. is, or can be, their primary source of tourist revenue. A considerable portion of the travel promotion budget of these nations is now allocated to the U.S.A., which is, and will continue to be, our major market outside the Province.

The Organization and Methods Branch of the Treasury Department completed a re-organizational study of the Department during 1962 and, arising from its recommendations, a number of significant changes will be made in the organizational structure which will enable a greater degree of efficiency to be achieved and the aims and objectives of the Department to be met more adequately.

GUY E. MOORE,
Deputy Minister.



PARTICIPANTS IN 19th U.S. EDITORS' GOODWILL TOUR OF ONTARIO. PHOTOGRAPHED AT GUILDWOOD INN, SARNIA — JUNE 1962

Front Row — Left to Right: Melvin J. Schexnayder, Arkansas; Charles A. Stoddard, Jr., Colorado; Kenneth Mollman, Illinois; Howard F. Grossman, Indiana; Robert Lyon, Iowa; John A. Boyer, Kansas; Bobby Anderson, Kentucky; Richard Collins, Maryland; Norman D. Sproul, Massachusetts.
 Second Row — Walter Rummel, Michigan; Lee Oberg, Minnesota; James C. Kirkpatrick, Missouri; E. R. Montgomery, Nebraska; Barry Shanahan, New Jersey; Richard Tefft, New York; Rye B. Page, Jr., North Carolina; Frank Szczys, North Dakota; Clarence Pennington, Ohio.
 Third Row — Harold E. Hubbard, Oklahoma; Tom T. Andrews, Jr., Pennsylvania; J. E. Chaffin, South Carolina; Marvin T. Gilbertson, South Dakota; Roy E. Coleson, Tennessee; L. B. Smith, Texas; Josiah P. Rowe, III, Virginia; George W. Hodel, West Virginia; Walter H. Brovald, Wisconsin.

Report of the Division of Publicity

Continuing a degree of expansion arising through wider activities throughout twelve months of operation, the Division of Publicity experienced a reflection of a good travel year.

Indicators, such as volume of inquiries arising from advertising in both the United States and Canada, pointed to a widening interest in our vacationland advantages and the Province's economic advancement.

As special features, the Lake Superior Circle Tour continued as of increasing increasing interest and drawing power, particularly in the Chicago-Detroit-St. Louis-Kansas City areas. Upper Canada Village received fairly wide support.

Volume of total inquiries increased by 8.6 % rising to about 309,000 compared with 264,767 in 1961, the former figure being an all-time record. Inquiries arising from the United States advertising schedules reached a total of 191,460 compared with 170,459 in 1961, an increase of 8.8 %.

It was noted that advertising in several U.S. publications issued in the 1961 and 1960 schedules continued to have coupon response though the publications were one and two years old. As an example, the issues of 1960 of one U.S. publication drew 948 coupons — two years after the advertising appeared; from the 1961 issues, total of coupons received was 1,602 — from a magazine one year in circulation. For 1962, the same magazine produced in 1962 a total of 8,230 coupons, from the same size four advertisements. This indicates that the advertising is a continuing motive, and that, necessarily, people who do not come to Ontario immediately, based on the 1962 advertising, may come in later years.

Preparation of booklets and pamphlets for distribution in answer to requests for information on Ontario continued as one of the major operations of the Division of Publicity. Following is a compilation of Travel, General and Promotion materials prepared and published during 1962.

TRAVEL		GENERAL	
*Booklet "Ontario for a Refreshing Vacation"	443,300	Ontario Government Services	875,000
*Angling	359,875	Travel News	55,000
*Camp Sites & Roadside Parks	202,858	Annual Report of Department	2,000
*Circle Tour (Lake Superior)	77,100	*Directory & Guide to Services of Ontario Government	6,226
*Our Vacation in Ontario # 1	108,700	*Parliament Buildings Folder	105,400
*Our Vacation in Ontario # 2	112,000	*Post Cards	206,605
Appendix to Cruising	19,950	*Puzzles	50,000
*Golf Guide	17,572	*Amateur Radio Operator's Postcards	209,905
*Travel Tips	423,480		
*Things to See and Do	416,500		
*22 Planned Motor Tours	158,850	TOTAL	1,510,136
*33 Vacation Areas	434,650		
*Winter Sports	52,000		
*Winter Sports Accommodation	51,200		
*History Folder	134,700		
TOTAL	3,012,735	WHERE TO STAY IN ONTARIO	
		Where to Stay (Area Sheets)	182,562
		Where to Stay (Bound Books)	300
		TOTAL	182,862

*Quantity includes overrun.

PROMOTIONAL ITEMS

*Coasters	204,252
Matches	250,000
TOTAL	454,252

Following is the complete total of items quoted:

Travel Publications	3,012,735
General Publications	1,510,136
Where to Stay	182,862
Promotional Items	454,252
GRAND TOTAL	5,159,985

ADVERTISING IN THE UNITED STATES

MAGAZINE ADVERTISING

Advertisements to conform to the type of magazines chosen for this medium ranged from 50 lines to 100 lines and $\frac{1}{4}$ page to $\frac{1}{2}$ page in black and white. These included consumer, educational, womens' and outdoor magazines. The insertion date is significant; therefore these advertisements were placed in the months of February, March, April and May to attract summer tourists, and September to appeal to those interested in hunting. A variety of illustrations were used in accordance with the magazine in which they were placed and the period of the year in which they were published. 17 magazines were used in our advertising programme. The response by coupon returns was most encouraging.

NEWSPAPERS

From March 15 to June 1, advertisements of 75 lines and 300 lines were inserted in U.S. newspapers. Ten advertisements were placed with the majority of the newspapers, others receiving four or eight according to results achieved during earlier years. There were six various illustrations in the 75 lines, and three in the 300 lines. 95 daily newspapers were used during 1962. By States and numbers those on the schedule were: California 2, Colorado 1, Connecticut 2, Delaware 1, District of Columbia 3, Florida 4, Georgia 1, Illinois 6, Indiana 5, Iowa 1, Kansas 1, Kentucky 1, Maine 1, Maryland 1, Massachusetts 5, Michigan 3, Minnesota 3, Missouri 3, Nebraska 1, New Jersey 3, New York 15, Ohio 11, Oklahoma 2, Pennsylvania 7, Rhode Island 1, Texas 4, Virginia 1, Washington 1, Wisconsin 3. Newspaper advertising continues to be one of the best sources from which inquiries are drawn.

RADIO BROADCASTS

In 11 States, from April to June, radio was used for periods of seven and eight weeks and continued to play an important part in eliciting enquiries. Approximately 45 stations were used carrying spot announcements on about 30 occasions. By State, Michigan was used to the extent of 6 stations with a total of 199 broadcasts, Ohio 11 stations totalled 328, Indiana with 2 and 68, New York 8 and 262, Pennsylvania 6 and 164, Minnesota 3 and 98, Wisconsin 5 and 179, Illinois 2 and 49. Florida, which had a campaign of four weeks only, received 40 spots over 2 stations. A total of 1,387 occasions drew large numbers of inquiries and so encourages this division to repeat radio advertising during successive years.

FEATURETTES

The facilitation of pictures was increased with the use of the featurette mat service. Eight photographs with appropriate captions designated the locale, and described the points of interest throughout Ontario. These were placed with a United States mat distribution service which was successful in having them reproduced in several hundred weekly newspapers printed in the smaller cities and towns not covered by our other advertising schedules.

ADVERTISING IN CANADA

MAGAZINES

Advertising was allotted to magazines and periodicals in both English and French. These advertisements were carried in 14 national magazines and week-end editions covering not only Ontario, but all other provinces of Canada. Sizes varied according to responses in preceding years, and the dates of appearance varied slightly. The majority were featured in black and white, with one magazine carrying a two-colour advertisement, and four rotogravure sections of weekly newspapers carried four colour layouts. This programme ran from March to June.

ONTARIO RADIO

Special spot programmes were prepared for outstanding events such as:

Blossom Week broadcasts were made during mid-May on 35 stations pointing up the display of blossoms in the Niagara Peninsula, Southern shores of Georgian Bay, Ottawa and in many other sections of Ontario.

Week End during July and August, a special spot radio programme was placed on all radio stations, based on the "KNOW ONTARIO BETTER" theme.

Colour Cavalcade on all radio stations, commencing September 20, spot announcements publicized the Fall colour display and events at various places marking this celebration.

ONTARIO NEWSPAPERS

Ontario daily and weekly newspapers received a series of advertisements from May 7 to June 18. During May and June, 44 daily newspapers featured a series of 8 advertisements and approximately 270 weekly papers carried four. The size of these was 200 lines, bearing the slogan, "HEAD FOR ONTARIO."

ETHNIC PRESS

In a variety of languages, advertisements invited new Canadians to relax in Ontario's various resort areas and admire the beauties of this scenic province, participate in land or water sports and entertainment, and visit historic sites. Altogether, each of 42 newspapers carried an advertisement of 330 lines. These resulted in many inquiries for travel information. A monthly advertisement pointed on government services by various Departments was also placed in the ethnic press.

WINTER SPORTS PROGRAMME

Newspaper and Radio

Four advertisements were placed in thirteen Ontario newspapers, two in January and two in February, designed to attract ski enthusiasts, skaters, and all interested in winter sports.

Radio was also used to obtain results on a limited number of stations in southern Ontario during January, totalling 25 occasions.

Areas featuring winter activities did much to contribute to the success of winter business promotion for the resort owner.

DESCRIPTIONS OF TRAVEL BROCHURES

Lure Book

400,000 copies. A four-colour 44 page booklet entitled "Refreshing Ontario". This feature publication depicts many of the outstanding attractions in six major regions. The front and back covers carried travel pictures, set out by design in varying colours backed by a montage of four colour photographs. On the back cover the trillium, Ontario's official floral emblem, was backed by colourful illustrations. Maps presenting each area were shown and the centre spread map showed distances to vacation centres and routes. The book opens with an invitation from the Hon. John P. Robarts, Prime Minister of Ontario, and closes with a message from the Hon. Bryan L. Cathcart, Minister of the Department of Travel and Publicity. As indicated by the number of these books printed annually, many thousands of people take advantage of this travel service. The book has been widely accepted.

Travel Tips	400,000 printed. This pocket sized booklet was designed to assist travellers by aiding in their numerous problems when entering Ontario and acquainting them with conditions of travel after arrival. It contains advice on 40 different subjects.
Angling	350,000 copies, a larger amount than last year's supply to meet the ever increasing requests from anglers. It contains information on fishing licenses, the types of fish to be caught in various parts of the province and a summary of the fishing regulations — particularly the open seasons.
Campsites and Roadside Parks	The increasing popularity of camping is proven by the many additional requests received for this booklet. Detailed information on campsites and picnic grounds, showing locations by highways, and facilities are given throughout Ontario. Over 200,000 were required to meet the requests for this publication.
Circle Tour of Lake Superior	The Lake Superior Circle Tour publication continued to play an important role in providing essential information for tourists planning to visit this region of Ontario. More than 75,000 were distributed, which indicated a good response to the various media of publicity used to emphasize this outstanding tourist attraction. The complete tour, starting from Sault Ste. Marie, covers a distance of 1,500 miles but the folder deals with accommodation facilities along the route, together with points of special interest.
Our Vacation In Ontario #1	Comic book format illustrates the tour of a U.S. family enjoying a trip through Ontario, depicts the sights they have seen and things they have done on their memorable vacation. To Ontario children it creates interest in the province and a desire to see these interesting sights adds emphasis to our slogan, "Know Ontario Better".
Our Vacation In Ontario #2	The family, having learned to Know Ontario Better, takes a second tour of the province. This book portrays alternative points of interest and is as much in demand as its counterpart.
Appendix To Cruising	19,950 revised copies. Twenty-two pages of detailed information on dockside facilities, services and supplies.
Golf Guide	17,572 small folders. A compilation of golf clubs in Ontario giving all obtainable information on dates and clubs holding tournaments for both men and women.



PUBLICATIONS

Covers of the various publications prepared and processed for distribution by the Division of Publicity.

- Things to See and Do** 416,500 large folders printed and illustrated with attractive pictures. This folder, as its title indicates, lists a comprehensive assortment of attractions, scenic and historic sites and summer activities of all kinds. The sports enthusiast and the sightseer can tell at a glance where his favourite sport or amusement can be obtained. The number printed and distributed indicates the popularity and value of this folder.
- 22 Motor Tours** 158,850 copies. Twenty-two suggested Ontario motor tours, two tours in each of the eleven interesting vacation areas which are numbered on the map on the cover of this booklet. At many points, too, along the highway, fascinating side-trips can be taken (including most of the 22 tours described in this book). Route map of the Trans-Canada Highway through Ontario is on the inside back cover.
- 33 Vacation Areas** 434,650 folders. An attractive sixteen page folder, illustrated in colour with sixteen pictures from different areas, giving a brief summary of the characteristic vacation attractions of each of the 33 areas. It is centred with an outline map of Ontario, also in colour, showing the location of each area by number, ports of entry from the United States and other provinces, and locations of Reception Centres.
- Winter Sports** 52,000 copies. Listed by area, this folder contains comprehensive information on every known winter sports activity and event. This includes skiing, curling, ice-fishing, hockey, ski-joring, winter sports car rallies and tests, winter carnivals and sportsmen's shows. Coverage is given each of the 33 areas according to the information received from Chambers of Commerce and other co-operating organizations.
- Winter Sports Accommodations** 51,200 folders distributed with Winter Sports folder; a complete list, by district, of hotels, motels and lodges remaining open during winter to accommodate the sports enthusiast. Describes ski resorts, lodges, facilities and types of adjacent accommodation available, with, briefly, the sports for which the district is noted.

GENERAL PUBLICATIONS

Ontario Government Services

"Ontario Government Services" is published monthly with the exceptions of August, September, December and January, and has a circulation of approximately 105,000 per month. It contains news items related to services and operations of all Departments of the Ontario Government, together with a list of coming events for the forthcoming month. A format has been retained, in which each issue contains a detailed, feature article (with accompanying photographs and captions), covering specialized work of the various Departments of Government. This publication continues in demand, and is widely used, especially by school teachers, libraries, professional people and those especially interested in Government operations.

Travel News

This monthly publication presents news items regarding travel attractions, scenic and historic sites and summer activities of all kinds to encourage visitors and residents of the province to move about and get to Know Ontario Better. It is mailed chiefly to newspaper editors and travel editors throughout North America but is available to others interested on requests. Newspapers often re-use items from this publication. It also carries photos for which requests are received for reproduction. A "Coming Events" section lists all events, fairs, festivals, conventions and meetings.

Annual Report

2,000 copies. The report of the Honourable, the Minister of Travel and Publicity and the branches of the Department. The detailed reports of activities during the relevant fiscal year of each branch are prepared by the branch directors. Compiling, layout, design, format, printing and distribution are the responsibility of the Publicity Division. Copies are available on request.

Directory

"Directory and Guide to Services of Ontario Government" is a book of about 300 pages, giving detailed information on the Ontario Legislature, Department officials, Departments, Boards and Commissions. The Directory and Guide is presented in three parts: First part is the Directory, listing names of Officials of the Government; second part is The Guide, a presentation by subject of services provided through the Departments; the third part presents the publications prepared and distributed by the various Departments, available as indicated. There is also brief historical, statistical and other data on the Province. 6,000 copies were published and distributed in 1962.

Parliament Buildings	105,400 folders. The Parliament Buildings folder provides valuable information on the history of the Parliament Buildings and the responsibilities of officials in the Legislature. This folder is amply illustrated with photographs, and the interior section contains highlights on Ontario's economic history. A reference map gives population statistics on Ontario, towns and cities.
Post Cards	206,605 printed. Ten brilliantly coloured post cards showing different Ontario scenes. Distributed freely at all the Ontario Government Reception Centres for the use of tourists. These were retained as souvenirs or mailed to friends in many parts of the world.
Puzzles	50,000. Requests for the jigsaw puzzles were in very great demand especially from school teachers and students. They proved to be a great educational value, as the picture when completed shows all the counties of Ontario.
Where To Stay	196,500 individual area copies printed, with a reprint of 11,000. A complete listing of accommodations by 33 areas of all licensed establishments. From this number, 300 bound books were assembled containing the listings of accommodations in each of the 33 areas.

PROMOTION ITEMS

Coasters	204,252 aluminum coasters, embossed with a design of the trillium, Ontario's official floral emblem. These souvenir coasters served to give additional publicity for the Province.
Matches	250,000 match-books. An attractive cover, featuring the Ontario Coat of Arms and the provincial flower, the trillium. Presented to visitors as souvenirs, these book-matches provided a convenient and featured way of illustrating Ontario.

EDITORIAL PUBLICITY KITS

A selection of photographs, accompanied by samples of our publications, and articles were mailed to some 100 travel editors in the United States. Stories and pictures re-appeared in many newspapers where our advertising was placed. As a follow-up to the above, photographs, accompanied by articles, were distributed to 60 Ontario daily and weekly newspapers, which also resulted in extra supporting travel promotion.

ETHNIC NEWSPAPER ADVERTISING

Advertisements were placed each month in 42 ethnic Ontario newspapers, pointing to a specific government department and its services. The programme is designed to acquaint the New Canadians with government services in their own languages.

PERSONAL SERVICES

Publicity Branch personnel attended and participated in many of the special promotion assignments during the past year. The Annual U.S. Editors' Tour of Ontario was one of these occasions which was supervised by the Photography Branch and attended by a writer from this Division, whose daily articles were transmitted regularly to the newspaper represented by the editor on the tour. Speaking engagements have also been filled, and conventions and conferences attended when essential.

NORTHERN ONTARIO GREAT LAKES AREA COUNCIL

The Division of Publicity continued the participation of advertising in the United States with other members of the Northern Great Lakes Area Council in four U.S. magazines and several U.S. dailies during March and April. This program continues under a joint arrangement between Ontario and the States of Michigan, Ohio and Minnesota.

ADVERTISING BY OTHER DEPARTMENTS

By a ruling of the Provincial Auditor, some advertising accounts from other Departments were approved by the Director before payments are made.

FEATURETTES

The featurette mat service used resulted in some 187 newspapers carrying the mats. Of these some 40 used two mats, and four used 3 mats.

By State, newspapers using the mat service were:

ALABAMA

Piedmont — Journal

ARIZONA

Ajo — Ajo Copper News

CALIFORNIA

Bloomington — News
Calipatria — Herald
East San Diego — Press
El Monte — Herald
Fillmore — Herald
Gilroy — Dispatch

Goleta — Valley Times

Inglewood — Morningside News Advertiser

Long Beach — Signal Hill Tribune

Loomis — News

Los Angeles — South End Bee

Middletown — Times-Star

Orosi — Courier

Rialto — Record

San Clements — Sun Post

San Juan Capistrano — Coastline Dispatch

Santa Barbara — Star

Santa Clara — News

Signal Hill — Tribune

South Pasadena — Review

Stockton — Pathfinder Union

Pinedale — Clovis News & Local

COLORADO

Greeley — Booster
Greeley — Journal
Palisade — Tribune

CONNECTICUT

Rockville — Leader

DELAWARE

Laurel — State Register

FLORIDA

Pensacola — News Journal
Quincy — Gadsen Co. Times
Green Cove Springs

GEORGIA

Fort Valley — Leader-Tribune

IDAHO

Middleton — Boise Valley
Paris — Post

ILLINOIS

Albion — Journal-Register
Casey — Banner-Times
Franklin — Times
Illiopolis — Sentinel
Marselles — Press
Niantic — Observer
Ottawa — Northern La Salle News
Pecatonica — News
Tiskiwa — Weekly
Steeleville — Ledger
Wauconda — Leader
Joliet — Labor Record
Blue Mound — Leader

INDIANA

Angola — Steuben Republican
Albion — New Era
Gary — Herald
Huntington — News
Mooreville — Times

Shipshewana — News
South Bend — Weekly
Union City — Times Gazette
Winchester — Journal Herald
Wolcottville — Herald

IOWA

Afton — Star-Enterprise
Fonda — Times

KANSAS

Augusta — Gazette
Cedar Vale — Messenger
Clyde — Republican
De Sota — News
Fall River — Star
Hutchinson — Record
La Cygne — Journal
Madison — News
Prairie Village — Prairie Scout
Pretty Prairie — Times
Severy — Severyite
Wellington — Monitor Press

KENTUCKY

Bedford — Trimble Democrat
Olive Hill — Herald

LOUISIANA

Gonzales — Weekly

MARYLAND

Emmitsburg — Chronicle
Taneytown — Carroll Record

MASSACHUSETTS

Braintree — Observer
Clinton — Item
Lawrence — Sun
North Billerica — Billerica News
West Springfield — Record
Woburn — Times
Saugus — Advertiser

MICHIGAN

Clarksville — Record
Kingston — Enterprise

MINNEAPOLIS

Madison Lake — Times
Maynard — News
Milaca — Times
Onamia — Independent

MISSISSIPPI

Ashland — Advocate
Drew — Leader
Greenwood — Commonwealth
Ruleville — Record

MISSOURI

Clayton — Watchman-Advocate
Creighton — Banner
La Grange — Indicator
Southwest City — Republic
St. Louis — Watchman Advocate

MONTANA

Baker — Times
Ronan — Pioneer
St. Ignatius — Post

NEBRASKA

Howells — Journal
Overton — Observer
Scriber — Rustler
Stapleton — Enterprise

NEW JERSEY

Farmingdale — Howell Booster
Hawthorne — Press
Highstown — Gazette

NORTH CAROLINA

Asheville — News
Chadbourn — News

NORTH DAKOTA

Center — Republican
Mohall — Renville County Farmer
Oakes — Times
Forman — News
Bowman — Pioneer

NEW YORK

Afton — Enterprise-Budget
Brooklyn — Graphic
Horseheads — Reporter
Freeport — Graphic
Norwich — Chenango Union
Spencer — Needle
Waterville — Times
Roosevelt — Press

OHIO

Amherst — News-Times
Arlington — Arlingtonian
Ashville — News
Chagrin Falls — Exponent
Continental — News-Review
Crooksville — Roseville
Delta — Atlas
Hickville — News Tribune
Toledo — Union Journal
Versailles — Policy
Wellston — Telegram

OKLAHOMA

Chickakash — Star
Midwest City — Leader
Sallisaw — Tribune
Shawnee — American
Tahlfquah — Times
Tecumseh — County Wide News

OREGON

Elgin — Recorder
Philomath — Review
Wallowa — Record

PENNSYLVANIA

Allentown — Labor Herald
Bridgeville — News
Claysville — Recorder
Farrell — Press
Glen Riddle — Herald
Honey Brook — Herald
Houtzdale — Standard
Hummelstown — Sun
Quakertown — Free Press
Rockdale — Herald
Strasburg — Weekly News
Weatherly — Herald
West View — Allegheny Journal

SOUTH CAROLINA

Woodruff — News

TEXAS

Anton — News
Childress — Reporter
El Tiempo — Raymondville
Gonzales — Inquirer
Granbury — News Tablet
Grapeland — Messenger
Hubbard — City News
Lone Star — Tribune
Mart — Herald

Mount Pleasant — Tribune
Rusk — Cherokeean
San Augustine — Tribune
San Juan — Sentinel
Temple — Cen-Tex Record
Tomball — Tribune
Van Alstyne — Leader
Yoakum — Herald-Times
Overton — Press

TENNESSEE

Nashville — Commentator

VIRGINIA

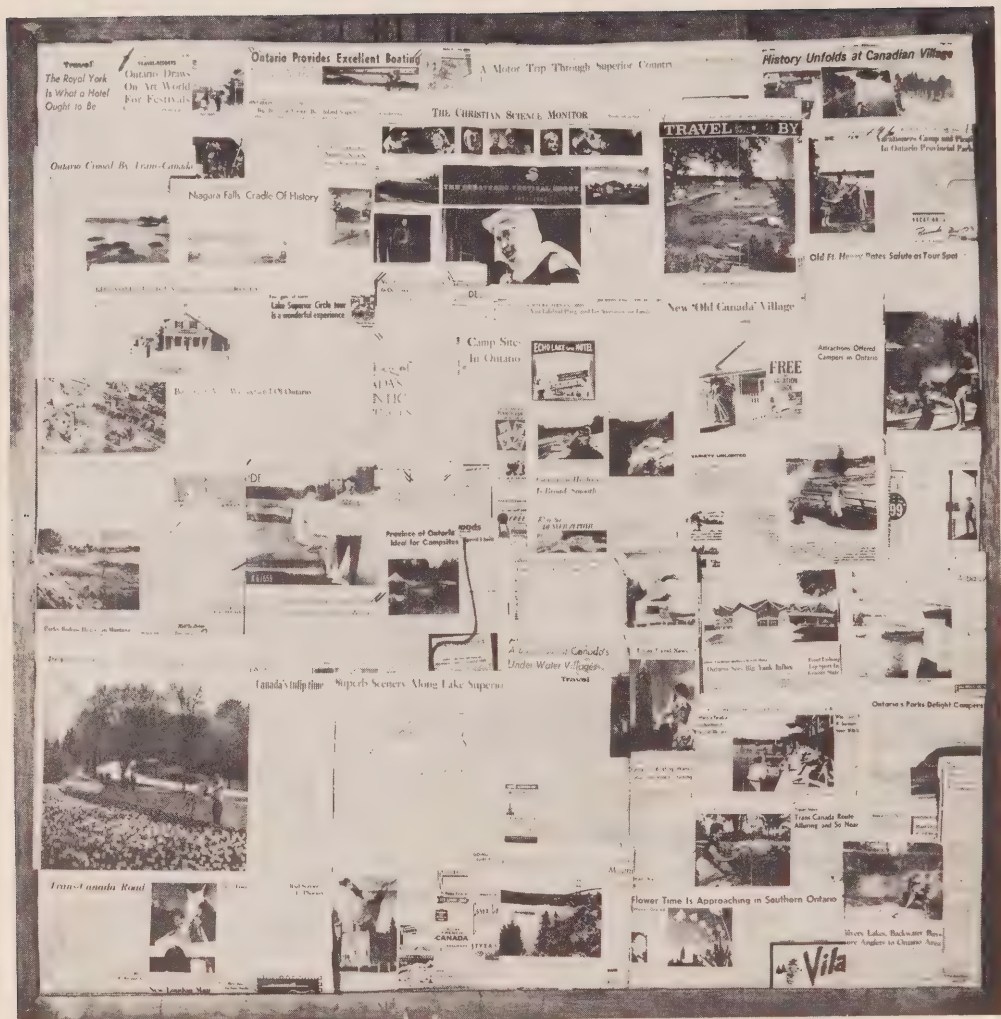
Buchanan — News
St. Paul — Clinch Valley Times

WEST VIRGINIA

Weston — Independent
Spencer — Times-Record

WISCONSIN

Boyd — Transcript
Chilton — Times Journal
La Farge — Enterprise
Mukonaga — Chief
Turtle Lake — Times
New London — Press



EDITORIAL DISPLAYS

Above are clippings from various U.S. dailies and magazines pertaining to special articles and items published on the Province of Ontario and directly allied with Division of Publicity operations.

EDITORIAL SUPPORT

Editorial support by U.S. daily newspapers in using pictures and article materials on the Province, both pointed on travel and economic factors, continues to be impressive.

The compilation below illustrates this support by the various newspapers:

DATE	NEWSPAPER	HEADING	PICTURE	LINE SIZE
Jan. 14	Cleveland Plain Dealer	Item — Collingwood Ski Club		42
Feb. 18	Philadelphia Inquirer	Article — Modern Ski Resorts — Muskoka		138
Feb. 25	Toledo Blade		(1) T&P	195
March 18	New York Mirror		(1) T&P	196
March 18	Washington Sunday Star	Honeymoon Rates — Niagara Falls		53
March 20	Cincinnati Post & Times		(1) T&P	164
March 25	Ohio, Canton Repository	Item Vacations in Ont. Send for booklets and maps, etc.		9
March 25	Boston Sunday Advertising		(1) T&P	135
March 25	New Jersey, Newark Sunday News	Article — Vacationers Camp & Picnic in Ont.	(1) T&P	327
March 27	Cincinnati Post & Times	Article — Trans-Canada Highway	(1) T&P	300
March 28	Wilmington Evening Journal		(1) T&P	255
March 31	Chicago Daily News	Article — Upper Canada Village	(1) T&P	511
April 1	Buffalo Courier Express		(1) T&P)	180
April 1	Indianapolis Times	Article — Camping in Ontario		142
April 1	New York Mirror	Article — Trans-Canada Highway		126
April 4	Wilmington Evening Journal	Item — Camp Sites		1
April 7	Buffalo Evening News	Article — Ont. Paradise for Boatmen	(1) T&P	327
April 8	Newark Sunday News	Article — Campsites in Ontario	(1) T&P	227
April 8	New York Journal American Sun	Article — Upper Canada Village		105
April 8	Boston Sunday Herald	Article — Ont. Boating		115
April 8	Pittsburgh Press	Article — Upper Canada Village		328
April 8	Philadelphia Bulletin	Article — Fishing		496
April 10	Washington Daily News		(1) T&P	136

DATE	NEWSPAPER	HEADING	PICTURE	LINE SIZE
April 11	Wilmington Evening News		(1) T&P	356
April 15	New York Mirror		(1) T&P	96
April 15	Chicago Sunday Tribune	Article — Ottawa-Tulips	(1) T&P	414
April 15	New York Journal-American		(1) T&P	136
April 15	Newark Sunday News	Article — Seaway Area Museum	(1) T&P	572
April 15	Harrisburg Patriot News		(1) T&P	213
April 22	Boston Sunday Herald	Article — Ontario Provincial Parks		177
April 25	Wilmington Evening Journal		(1) T&P	300
April 29	New York Mirror	Article — Ont. Parks Delight Campers		130
April 29	Boston Sunday Advertiser	Article — Upper Canada Village	(1) T&P	257
April 29	Harrisburg Patriot News	Article — 1000 Resurgence continues	(1) T&P	355
April 29	Newark Sunday News		(1) T&P	210
April 29	Indianapolis Star		(1) T&P	210
April 29	Albany Sunday Times		(1) T&P	261
April 29	Worcester Telegram-Gazette	Article — Facilities for Campers, Anglers		338
April 29	Newark Sunday News		(1) T&P	207
May 1	St. Louis Globe Democrat	Article — Lake Superior	(1) Can. Govt.	441
May 3	Wilmington Morning News		(1) T&P	300
May 6	Chicago Sun Times	Article — Niagara Falls	(2) Can. Govt.	542
May 6	Toledo Blade	Article — Trans-Canada Highway	(1) T&P	775
May 6	Baltimore Sun	Article — Ontario's Scenic Parks		140
May 6	Des Moines Sunday Register	Article — Lake Superior Fishing Region		50
May 6	Columbus Dispatch	Article — Trans-Canada Highway	(1) T&P	402
May 6	Indianapolis Times	Article — Ontario's Boating — Cruising	(1) T&P	308
May 8	Cincinnati Post & Times	Article — Campers in Ontario		122
May 9	Wilmington Evening Journal		(1) T&P	210
May 13	New York Journal American	Article — Motor Trip — Superior Country		260

DATE	NEWSPAPER	HEADING	PICTURE	LINE SIZE
May 13	Boston Sunday Advertiser	Article — Good Roads Lead to Can. Resorts		89
May 13	Albany Sunday Times-Union		(1)	95
May 13	Newark Sunday News	Article — Trans-Canada Highway		158
May 13	Akron Beacon Journal		(1) T&P	148
May 13	Boston Sunday Herald	Item — Camping		8
May 13	Boston Sunday Globe	Article — Northwestern Ontario for Sportsmen		331
May 13	Philadelphia Enquirer	Article — Ottawa's Tulip	(1) Can. Govt.	1350
May 20	Buffalo Courier Express	Article — Vacation Dollar Worth More	(1)	417
May 20	Boston Sunday Globe	Article — Inland Seaport		240
May 20	Boston Sunday Herald	Article — Ont. Second Largest Province	(1) T&P	305
May 20	New York Sunday News	Article — Variety Unlimited	(1)	213
May 20	New York Journal-American	Article — Campsites	(1) T&P	249
May 20	Philadelphia Bulletin	Article — Boating		320
May 24	Wilmington Morning News	Article — Tulip Festival In Canada		32
May 27	Albany Times-Union		(1)	264
May 27	New York Journal-American	Article — Can. Puts Paris, Athens on Road Map		292
May 29	Cincinnati Post & Times	Article — Northern Great Lakes		57
June 1	Milwaukee Journal	Article — Fishing, Oba, Ontario	(2) T&P	691
June 3	Milwaukee Journal	Article — Algoma Central — Sault Ste. Marie		544
June 3	New York Times	Article — Upper Canada Village	(1) T&P	670
June 3	Chicago Sun Times	Article — Circle Tour		32
June 3	Washington Post	Article — Niagara Tower		154
June 3	Detroit News	Article — Free Ont. Road Map		17
June 4	San Antonio Light	Article — British Traditions Flourish in Modern Toronto	(1)	452
June 5	Milwaukee Journal	Article — Fishing, Oba, Ontario	(1) T&P	737
June 5	Cincinnati Post & Times	Article — 7 % Premium U.S. Dollar		156

DATE	NEWSPAPER	HEADING	PICTURE	LINE SIZE
June 6	Wilmington Evening Journal		(1) T&P	276
June 6	Milwaukee Journal	Article — Fishing, Oba, Ontario		138
June 17	Philadelphia Enquirer		(1) T&P	261
June 17	Milwaukee Journal	Article — Algoma	(2) T&P	926
June 24	Worcester Sunday Telegram	Article — Upper Canada Village	(1)	532
July 1	Milwaukee Journal	Article — Lake Superior	(1) T&P	903
July 8	New York Mirror	Article — Old Fort Henry		169
July 10	Washington Daily	Article — Half Moon Bay		20
July 11	Milwaukee Journal News	Article — Terrace Bay		251
July 15	New York Journal-American	Article — Upper Canada Village	(1) T&P	394
July 22	Boston Sunday Herald	Article — Ont. Boating		219
July 22	Boston Sunday Advertiser	Article — Canada for Vacation		14
July 29	Boston Sunday Herald	Article — Historic Sites		144
July 29	Boston Christian Science Monitor	Article — Stratford Festival — Full front page — second section	(20)	2244
August	Wilmington Morning News	Item — Can. National Ex.		2
August 5	New York Mirror	Article — Seaway New Marina System		137
August 11	Pittsburgh Gazette	Article — Seaway Tour	(1) T&P	642
August 12	Baltimore Sunday Sun	Article — Long Sault	(1) T&P	386
August 12	Washington Post	Article — Long Sault	(1) T&P	472
August 15	Wilmington Evening Journal	Article — Toronto Ex.		50
August 16	Louisville Courier Journal	Article — Trans-Canada Highway	(1)	178
August 26	San Francisco Examiner	Article — Long Sault	(2) T&P	1052
Sept. 2	Chicago Sun Times	Article — Trans-Canada Highway		168
Sept. 9	Cleveland Plain Dealer		(1)	92
Oct. 31	Milwaukee Sentinel	Article — New Sault Ste. Marie Bridge		25
Oct. 31	Milwaukee Journal		(2)	864

TOTAL 36,007

G. W. HOGARTH, Director,
Division of Publicity.

Report of the Development Branch

The Development Branch is particularly charged with the administration and enforcement of the provisions of The Tourist Establishments Act and Regulations made thereunder, the administration of legislation respecting grants to approved regional organizations and with "encouraging and promoting improvement in the standards of accommodation, facilities and services offered to tourists" (Travel and Publicity Act). In the simplest form the objects are to effect improvement and development of travel amenities in Ontario and to ensure a more interesting and enjoyable vacation for our visitors.

In addition to the head offices located at 67 College Street, Toronto, four regional and thirteen district offices are maintained at strategic centres in Ontario for the purpose of administering the responsibilities of the Branch more effectively and to place the services offered within easy reach of consumers: tourist operators, local and regional tourist associations, chambers of commerce and others interested in and benefitting from the tourist industry.

FIELD VISITS AND COMPLIANCE

In 1962 the emphasis on field activities continued to shift from enforcement to a complete internal development program. A high percentage of field visits involved contact with Regional Tourist Organizations, attendance at meetings as the principal speaker, advisory services to those people directly involved in the tourist industry, recording and reporting on all items affecting the tourist industry, such as existing attractions, potential attractions, ski areas and facilities, beach and recreation areas and many other items related to the further development of the tourist plant in Ontario.

During the year, 12,687 visits of all types were made by the field representatives. 2,554 visits were made with executive officers of local area and regional tourist organizations, with a large percentage of these being official speaking engagements. 2,737 visits were by the field staff with municipal, public health and law enforcement officials. There were 5,960 inspections of tourist establishments and tourist outfitters' camps and 1,436 tourist establishments and tourist outfitters' camps were visited more than once for the purpose of ensuring required improvements.

It has been estimated that at least half the time spent by the field staff in contacting operators of tourists establishments is utilized for the purpose of providing an advisory service. A large percentage of field visits involve new construction and these calls to prospective operators are for the primary purpose of providing all helpful assistance and advice to those who are entering the tourist industry. This field advisory service is extended to operators of establishments under the jurisdiction of the Liquor Licence Board of Ontario and to operators of eating establishments. During such interviews the full facilities of the Department are explained.

In cases where compliance with the minimum requirements under The Tourist Establishments Act is concerned, the operators are advised verbally at the time of the field visit, and later these requirements are confirmed by letter. A systematic recheck of these problem cases is carried out during the year, and in 1962 it was found that 879 conformed with the requirements within the specified time, and that 443 were given until a later date to complete major improvements. Few operators each year either fail or refuse to conform to the minimum requirements and these are referred to the Regional Supervisors or the Chief Inspector. If remedial action is indicated, it is initiated at the Head Office level. In 1962 there were 60 operators who received special attention and of these one was convicted of a serious violation of the Regulations.

A total of 3,795 letters were sent to operators of tourist establishments by the field officers concerning advice on various aspects of the operation, and many other items related to the improvement of the accommodation services and facilities being offered to the travelling and vacationing public. A percentage of these letters requested definite improvements. Many other reports and visits of a special nature were completed by the field staff and these covered such items as attendance at special meetings, such as the Recreational Land Use Planning Committee, occupancy checks, State of Trade checks, investigation of complaints, listing of attractions and services such as ski facilities, beaches, boating and marina facilities, transportation and flying facilities, and many other items for use by the other Branches of the Department. Also, the field staff gathered comprehensive and detailed data for the Inventorial Reports of the Recreation Resource.

LICENCES TO OPERATE AND PERMITS TO ESTABLISH

The Development Branch issues all licences to operate and permits to erect or establish under the provisions of The Tourist Establishments Act.

In 1962, a total of 7,130 licences were issued, of which 1,746 were issued to tourist outfitters' establishments, these being sportsmen's camps in Northern Ontario.

A total of 285 permits to erect or establish were granted in 1962 for 85 motels, 119 cottage resorts, 62 campsites and 19 all other types of establishments.

The number of permits issued in 1962 were 54 less than those issued in 1961. This may forecast an adjustment of new businesses being established and a symptom of maturity of the industry.

NEW CONSTRUCTION

In 1962 the activity and interest in providing more and better accommodation and facilities was increased over the previous year. There were more new establishments constructed with a greater number of units. There was again an increase in the additional units added to existing establishments. It is interesting to note that construction of new establishments not listed in the accompanying chart, were constructed under the jurisdiction of the Liquor Licence Board of Ontario and these, as well as the ones under the jurisdiction of the Department of Travel and Publicity, represented a large capital investment in the accommodation industry in Ontario. Almost without exception, the new projects undertaken were well planned, of good quality, and a credit to the tourist industry.

There was a large number of privately owned camping establishments put in operation and some of these were fairly elaborate. Some camping facilities were added to existing tourist establishments which already offer a variety of accommodation.

One of the most encouraging situation of many years occurred by empowering the Industrial Development Bank, through an amendment to The Bank of Canada Act, to provide loans to tourist enterprises. This new financial assistance has been an important factor in the increase of new construction. Also, the attitude of prospective operators, builders, existing operators and all others involved with construction indicates a sincere desire to provide the type of accommodation demanded by the travelling and vacationing public.

A comprehensive breakdown of new construction, additions to existing establishments and renovations to existing units can be found in Charts 1, 2 and 3 at the end of this Report.

PUBLICATIONS

The Development Branch continued to prepare for annual printing and general distribution to tourists, a comprehensive 500 page informative listing of all accommodation broken down into 33 sections entitled "Where to Stay in Ontario". Other publications prepared in part for production by the Publicity Branch, were "Campsites and Roadside Parks in Ontario", "Ski Facilities and Winter Accommodation", "Ontario, Famous for Winter Sports", "Marines and Boating Facilities" and portions of "Things to See and Do in Ontario". These publications are distributed by the Information Branch.

There are a number of booklets prepared, printed, published and distributed by the Development Branch for the use of operators and prospective operators. These are of a semi-technical nature and deal with various aspects of the operation of tourist establishments and the providing of services and facilities to the travelling and vacationing public. These booklets are entitled:

"Motels in Ontario" — 48 page booklet, covering planning and construction.

"Lodge and Cottage Resorts" — 78 page booklet, which is primarily an operational guide.

"Recreation in Ontario Tourist Establishments" — 80 page booklet, which contains a guide to operators on various types of activities for guests.

"Soundproofing"

"Wells and Water Supplies"

"Foundations, Basements and Masonry"

"Windows"

"Woodframe Construction"

"A Guide to Publications" — for use in the tourist industry.

"Establishing a Camping Park"

It is expected that during the fiscal year 1963-64, a number of additional booklets of the same type will be produced.

An Inventorial Report of the Recreation Resource has been completed for most of the tourist regions of Ontario. Seven of these have been published in a form suitable for distribution. These will be used by the Regional Tourist Organizations, and others for reference purposes and a systematic planning program. The Reports contain complete reference of all items related to or affecting the tourist industry under the following general headings:

Growth of the Region,
Geography,
Transportation Services and Tourist Facilities,
Recreation,
Attractions,
Regional Statistics and Conclusions.

There has been an enthusiastic reception of this information by all those in the in the tourist industry.

COMPLAINTS

The Development Branch acknowledges and processes all complaints received by the Department and those which come under Departmental authority are fully investigated.

Of the total number of 156 written complaints received, 125 were directed at establishments under the direct jurisdiction of the Department which could be categorized as follows:

rate charged in excess of that posted
failure to receive full value of dollar exchange
poor accommodation or sanitary facilities
poor maintenance
failure to receive refund on deposit
failure to honour reservations
overcrowding on campsites
colour discrimination

The balance of complaints in the number of 31 were those that do not come entirely under the jurisdiction of the Department but would directly concern the welfare of the Tourist Industry. These could be categorized as follows:

American exchange on purchase
American exchange at restaurants, garages
highway signing and traffic regulations.

All the complainants received a courtesy letter of acknowledgement from this Branch and the complaints brought to the notice of the proper authorities.

It is regrettable to report that some 40 % of all complaints, both formal and informal, were concerned with either Canadian dollar devaluation in general or, in particular, where rates were charged in excess of rates posted by operators of establishments claiming rates posted were in American funds. This latter situation was brought under control later in the season but the Branch recognizes this attitude to be a serious problem for good public relationships.

On the other hand, it is pleasant to report a noticeable mildness in expression in letters of complaint addressed directly to this Department and most of them contained generous sentiments of goodwill and compliments towards Ontario highways, scenery, and general courtesy.

SURVEYS

The Branch continued its program of conducting community surveys designed to measure the impact of tourist spending on the economy of the communities concerned and to provide a more definitive understanding of the domestic and foreign travel patterns. During 1962 three community surveys were conducted at Morrisburg, Wallaceburg and Wiarton. Reports of the findings will be available to the above communities and interested persons or communities.

The following comments will indicate the type of information contained in the findings at Morrisburg:

1. Approximately twenty percent of all visitors to Morrisburg came from the United States.
2. Seventy-eight percent of the visitors stayed in the area less than one week.
3. They came mainly to visit the historical sites in the area.
4. Nearly seventy percent of the money spent in Morrisburg during the survey week was spent by visiting tourists.
5. Over fifty-five percent of the visitors had four or more people in their party. Fifty-nine percent of all the visiting parties brought along children.

REGIONAL ORGANIZATION AND ADMINISTRATION OF GRANTS

To systematically effect development and promotion of Ontario's tourist industry, the Branch continued to provide guidance to Regional Tourist Organizations or Travel Councils. In respect of promoting and developing Ontario's travel potential, the operation of Regional Travel Councils is considered to be essential, since the structure of the promotional activities of the Provincial Government and that of the individual operators and local groups is such that a great gap exists between the major interests and objectives of these two levels. The advertising and promotional activities of the Government cannot be directed towards the promotion of particular areas. Rather, its concern is focused on the Province as a whole. The individual operator or local group,

on the other hand, is restricted in its promotional activity by limitations imposed by a relatively small budget and market. Alone, it is difficult to attract effectively visitors to a particular tourist region. Regional Travel Councils have been established to bridge the gap between the local or individual level and the provincial level.

The functions of Regional Travel Councils or Organizations include:

- (1) To provide a representative body to discuss local problems; and to provide an organized voice for tourism in the region.
- (2) To spearhead the development of local features, attractions and activities.
- (3) To promote the tourist resources of the region.
- (4) To act as liaison group with legislative bodies of Government — municipal, provincial, federal.
- (5) To undertake local research projects to determine the best ways and means.
- (6) To coordinate the development and promotional efforts of local groups.

Thirty Regional Tourist Organizations have been formed and are at present planning a systematic approach to the problem of increasing Ontario's second largest foreign-currency-earning industry. The Branch subscribes to the principle that Regional Tourist Organizations can play a most worthwhile function in the total impact of tourist development and promotion. It is a development which should receive the assistance, encouragement and support of individuals and citizens groups in the respective communities.

The Branch's program of grants to Regional Tourist Organizations was initiated in the fiscal year 1961-62. As anticipated, the early results of the program have been limited chiefly to producing more effective brochures, to improving certain other means of promotion, and to building more efficient tourist organizations. Additionally, studies are being undertaken by the executives of Regional Councils to draw up a schedule for the systematic development and promotion of the regional tourist "plants" of the Province in order that Ontario's visitors may enjoy a more interesting and pleasurable vacation. The first stage of the program, therefore, emphasizes the same planning and coordination that is necessary in the plant of any other industry.

It is anticipated that in its second year the program will begin to produce the results for which the grant program was designed: to maintain, develop, and promote the tourist industry on a regional basis. The development aspect of the program would include such interesting and enjoyable things to do and see as the recently constructed "Moose" which symbolizes the moose country in the Patricia Tourist Region; the Lumberman's Village, Shanty Town, in the Upper Ottawa Valley; and Fort Ste. Pierre at Fort Frances. In order that this more concrete work might get under way, now that the organizational work is largely finished, sinking funds have been established from the original grants of 1961-62.

In the third year, it is expected that the full impact of the program will be felt as more development projects are initiated. Also, by then the means for disseminating information on a regional basis should be much greater, especially with regard to strategically placed and efficiently run information bureaux.

All these measures should motivate more visitors to vacation in Ontario, for certainly Ontario is rich in the numerous factors necessary for a satisfying, happy vacation. It is considered the responsibility of Regional Organizations, with certain financial aid and advisory services from the Government, to encourage and undertake their development into marketable products, thereby creating a "tourist plant" which will be capable of attracting a steadily increasing volume of visitors.

STATE OF TRADE

The Development Branch conducted State of Trade Surveys at regular intervals during the summer of this year. Samplings of the industry were done in as many areas as possible: Tourist establishments, retail business, garages and service stations, restaurants and dining-rooms and other service enterprises. State of Trade Reports, compiled from the data gathered, were released regularly and sent to all news media.

It would appear from findings of the studies that Ontario enjoyed one of her best years revenue-wise, an increase over the previous year of probably 6% to 8%. This increase can be attributed to ideal vacationing weather and a favourable exchange rate on American dollars, among others. One of the more important relevant factors was that businessmen generally are cognizant of the impact tourism makes on the economy of the community, Region and Province. As a result, support is being given to organizations whose purpose is to maintain, develop and promote the travel industries.

Elsewhere in this Report evidence is given of the upward surge of quality accommodation and services being made available to the travelling and vacationing public. It is well to note that activity in the fields of accommodation, recreation and food augurs well for the future of Tourism in Ontario.

J. R. McHATTIE,

Director, Development Branch.

CONSTRUCTION OF TOURIST ESTABLISHMENTS

Chart 1. This Chart shows the breakdown by district of the 224 completely new establishments with a total of 2,008 units that were built in 1962.

	Motels		Cottages		Cabins		Lodges		Hotel & Inn		T. Homes		Campsites	
	#	Units	#	Units	#	Units	#	Units	#	Units	#	Units	#	Units
Arnprior	8	144	16	41			2	10	2	74			12	109
Napanee	3	52	7	24									2	21
Huntsville	2	9	12	31	1	2	1	4					8	143
Peterborough	3	53	3	12									3	30
Orillia	4	30	8	23									1	12
Kitchener	15	336											3	44
London	9	153												
Owen Sound	5	42	2	5	1	2								
North Bay	9	109	4	6	2	4							2	29
Parry Sound	2	7	9	24			2	7						
Kenora	1	12	7	31	1	2	6	33	1	13	1	22		
Fort William	6	61	5	19	1	2	1	3					3	16
Sault Ste. Marie	9	138	8	34			4	11					5	
TOTALS	78	1146	81	250	6	12	16	68	3	87	1	22	39	423

Chart 2. This Chart shows the breakdown by district of the additions that were built at 358 existing establishments with a total of 1,884 units.

	Motels		Cottages		Cabins		Lodges		Hotel & Inn		T. Homes		Campsites	
	#	Units	#	Units	#	Units	#	Units	#	Units	#	Units	#	Units
Arnprior	14	44	6	9	3	3	5	8	1	1			2	66
Napanee	7	49	22	32	1	2	8	16	1	1				
Huntsville	2	14	25	32	2	5	4	41	1	10			6	155
Peterborough	6	37	16	29	2	3	8	12						119 T.E.
Orillia	5	17	6	15	1	2	5	21					5	144
Kitchener	19	154												135 T.E.
London	13	76											1	66
Owen Sound	6	37	8	18										
North Bay	11	64	15	18	2	3	1	1					1	120
Parry Sound	4	15	27	36										
Kenora	7	40	25	37			22	33					1	14
Fort William	3	38	1	1										
Sault Ste. Marie	7	59	16	27	4	5								
TOTALS	104	644	167	254	15	23	53	132	3	12			16	819

Chart 3. This Chart shows the breakdown by district of the reconstructions that were made at 92 existing establishments with a total of 350 units.

	Motels # Units	Cottages # Units	Cabins # Units	Lodges # Units	Hotel & Inn # Units	T. Homes # Units	Campsites # Units
Arnprior		4	6		1	4	
Napanee		3	10	5	25		
Huntsville		8	15	11	50	1	1
Peterborough		2	2				
Orillia				7	68	1	15
Kitchener	3	14					
London	1	2					
Owen Sound	1	14					
North Bay		1	1	1	3		
Parry Sound		7	23	1	8		
Kenora		11	35	1	4	16	38
Fort William				1	2		
Sault Ste. Marie	5	30	36	92	16	95	33
TOTALS					128	2	5

Chart 4. District offices have administrative areas as follows:

ARNPRIOR DISTRICT —	Renfrew, part of Hastings, Carleton, Dundas, Glengarry, Grenville, Lanark, Prescott, Russell, Stormont, Leeds.
NAPANEE DISTRICT —	Prince Edward, Frontenac, Lennox and Addington, part of Hastings.
HUNTSVILLE DISTRICT —	Haliburton and Muskoka.
PETERBOROUGH DISTRICT —	Durham, Northumberland, Peterborough, Victoria, part of Ontario.
ORILLIA DISTRICT —	Simcoe, part of York, part of Ontario, Dufferin.
KITCHENER DISTRICT —	Welland, Lincoln, Wellington, Waterloo, Wentworth, Halton, Peel, part of York.
LONDON DISTRICT —	Essex, Kent, Lambton, Elgin, Middlesex, Oxford, Norfolk, Brant, Haldimand.
OWEN SOUND DISTRICT —	Grey, Bruce, Huron, Perth.
NORTH BAY DISTRICT —	Part of Nipissing, Temiskaming, eastern part of Sudbury, eastern part of Cochrane.
PARRY SOUND DISTRICT —	Parry Sound, part of Nipissing.
KENORA DISTRICT —	Kenora, part of Rainy River.
LAKEHEAD DISTRICT —	Thunder Bay, south eastern part of Rainy River, western part of Cochrane.
SAULT STE. MARIE DISTRICT —	Algoma, Manitoulin, western part of Sudbury.

T.E.—TOURIST ESTABLISHMENTS
T.O.—TOURIST OUTFITTER
EST.—No. OF ESTABLISHMENTS
R.U.—RENTAL UNITS OF ACCOMMODATION
AVAILABLE TO VACATIONISTS

APPENDIX A
TOURIST ACCOMMODATION IN ONTARIO BY INSPECTORAL ZONES
AND TYPE OF ESTABLISHMENT

INSPECTORAL ZONES	MOTEL Est.	COTTAGE		CABIN		LODGE		INN Establishment		TOURIST HOME		Camping Establishment		DISTRICT TOTALS		YEAR ROUND OPERATIONS
		R.U.	Est.	Est.	R.U.	Est.	R.U.	Est.	R.U.	Est.	R.U.	Est.	R.U.	Est.	R.U.	
Arnprior	167	2860	371	1722	114	916	56	772	13	319	26	202	33	512	780	7303 179
Napanee	67	1216	300	1571	32	215	104	1201	11	122	6	65	11	334	531	4724 74
Huntsville	46	483	371	2244	84	559	196	4847	20	382	7	49	29	1243	753	9807 55
Peterborough	76	1135	395	2743	48	369	100	1546	19	281	9	73	28	1367	675	7514 75
Orillia	81	993	313	2152	217	2130	73	1895	20	525	7	50	15	1203	726	8948 81
Kitchener	325	6101	37	329	104	1292	2	17	13	542	42	566	23	1720	546	10567 271
London	214	3193	155	1010	60	427	16	230	14	214	24	184	45	1364	528	6622 222
Owen Sound	60	767	227	1396	45	358	27	632	23	674	13	87	23	923	418	4867 77
North Bay	86	1331	24	152	20	103	—	—	3	113	—	—	2	49	137	1748 77
	14	208	234	1638	10	54	114	1088	5	86	—	—	3	43	390	3117 27
Parry Sound	21	191	60	409	14	76	37	398	2	28	—	—	2	30	136	1132 15
	2	17	227	1394	3	22	100	1117	—	—	—	—	13	330	345	2880
Kenora	29	331	19	135	7	32	—	—	1	25	—	—	3	111	59	634 61
	12	161	263	1588	6	23	199	1856	2	25	—	—	3	41	485	3694
Fort William	50	596	1	18	14	99	—	—	6	114	1	5	4	49	76	881 55
	4	24	70	385	5	37	18	107	1	5	—	—	1	20	99	578 7
Sault Ste. Marie	64	862	5	25	24	195	1	6	11	147	—	—	2	93	107	1328 61
	6	76	214	1229	7	47	130	1135	5	73	—	—	4	77	366	2637 20
TOTALS	1324	20545	3286	20140	814	6954	1173	16847	169	3675	135	1281	244	9509	7145	78951 1357

Report of the Information Branch

The Information Branch acts as a link between the tourist and those providing tourist services. Its responsibilities include the operation of 17 Tourist Reception Centres; the erection and staffing of booths or information exhibits at travel and sports shows; the distribution of Departmental travel publications to travel agencies, Chambers of Commerce, automobile clubs and other clubs, etc., throughout the world.

It co-operates with tourist establishment operators in the distribution of their published material and also compiles, prints and mails lists of potential vacationists to individual establishment operators and organizations interested in helping the visitor. As the ensuing report indicates, it is also active in the many-sided field of public relations.

A permanent staff of 35 was employed by the Branch, including 7 at the all-year Reception Centres, with an additional casual staff of 100 persons being employed during the Spring and early Summer months when enquiries are at their peak, and the seasonal Reception Centres are open.

INFORMATION SERVICES

(1) Enquiries

The Information Branch serviced more enquiries in 1962 than in any previous year. A total of 418,524 enquiries were attended to compared with 388,336 in 1961.

	1961	1962
Advertising, keyed, unkeyed mail, Northern Great Lakes Area Council.....	261,386	266,254
Department of Highways — Road Maps	3,381	3,147
Enquiries from Travel and Sports Shows	65,219	54,336
Canadian Govt. Travel Bureau lists	36,094	51,558
Other lists	22,256	43,229
GRAND TOTAL	388,366	418,524

At the end of this report will be found a statistical record revealing the Provinces, States, and Countries of origin of enquiries.

The average in 1962 was 8,048 enquiries per week. The peak month was March with 72,319 enquiries; May followed with 68,717 and April with 65,546.

As in previous years, the staff was able to cope with the tremendous number of enquiries by employing additional casual staff and because of an arrangement with a commercial addressing service which addressed more than 20,000 envelopes.

In addition to answering 418,524 enquiries the Information Service section of the Branch provided information to approximately 25,000 persons who called on the telephone.



1962 winners of the department's "Why I would like to visit Ontario" contest. Mr. and Mrs. William Goza of Florida, visit a reception centre.



A model of the modern reception centre presently under construction at Windsor which will be in service in 1963.

(2) Enquiry Lists

The service of providing the 'Enquiry List' was maintained on a gratis basis to Chambers of Commerce, Boards of Trade and Tourist Organizations. In addition, the lists were made available to individual operators for a nominal fee of \$7.50 per year. In 1962 the Information Services prepared 205 Lists containing 10,989 names of prospective vacationists.

Favourable reports regarding the usefulness of Enquiry Lists continued to be received from Chambers of Commerce, Tourist Organizations, and individual operators.

(3) Exchange of Information and Literature

Close liaison was maintained with offices of the Canadian Government Travel Bureau, railways, airlines and other transportation services, motor travel clubs, oil companies, travel services, magazine and newspaper travel bureaux, travel agents, Canadian Consulates and like offices in the exchange of information and printed material.

RECEPTION CENTRES

The Information Branch is responsible for the administration of Ontario's 17 Tourist Reception Centres. Sixteen Centres are strategically located at the major Provincial and International border points.

A full time staff of uniformed Receptionists is maintained at the Parliament Buildings, where 29,377 persons were provided with information and tourist literature. Many of these visitors were also taken on a conducted tour of the Main Building. The number of visitors for 1962, as shown above, represents an increase of 189 persons over the previous year. Over 22,000 students, representing 396 schools, visited the Legislative Chamber under the supervision of Receptionists and were acquainted with the process of responsible government. Other groups and individuals representing overseas visitors, women's associations, 4H clubs, etc., on guided tours of the Main Building, totaled 7,341. Individual lodge folders, time tables, and miscellaneous literature in the amount of 37,085 pieces, were distributed personally to enquiries. In 1962, 2,477 telephone enquiries were serviced and 732 sets of requested literature prepared and mailed.

At all Centres a warm and courteous welcome by a well-trained staff is extended to tourists from all Canadian Provinces and Territories as well as those who come from the United States and Overseas Countries.

Among the Services provided at the Centres are:

- (1) Official road maps and Ontario literature
- (2) Maps of other states and provinces
- (3) Clean rest rooms
- (4) Angling and hunting licences (in most cases)
- (5) Railway, bus, airline and ferry schedules
- (6) Telegraph facilities
- (7) Telephone facilities

At several Centres free cups of tea were served to our guests and appreciation of this gesture of friendliness was expressed on many occasions.

Tourists were encouraged to let us know about the things that pleased or displeased them while travelling in Ontario. 'Comment Cards' were mailed to Head Office at the completion of their visit and all remarks and suggestions were studied in the interests of improving the service offered to the travelling public. The vast majority of 'Comment Cards' received were highly complimentary of the existing facilities and services.

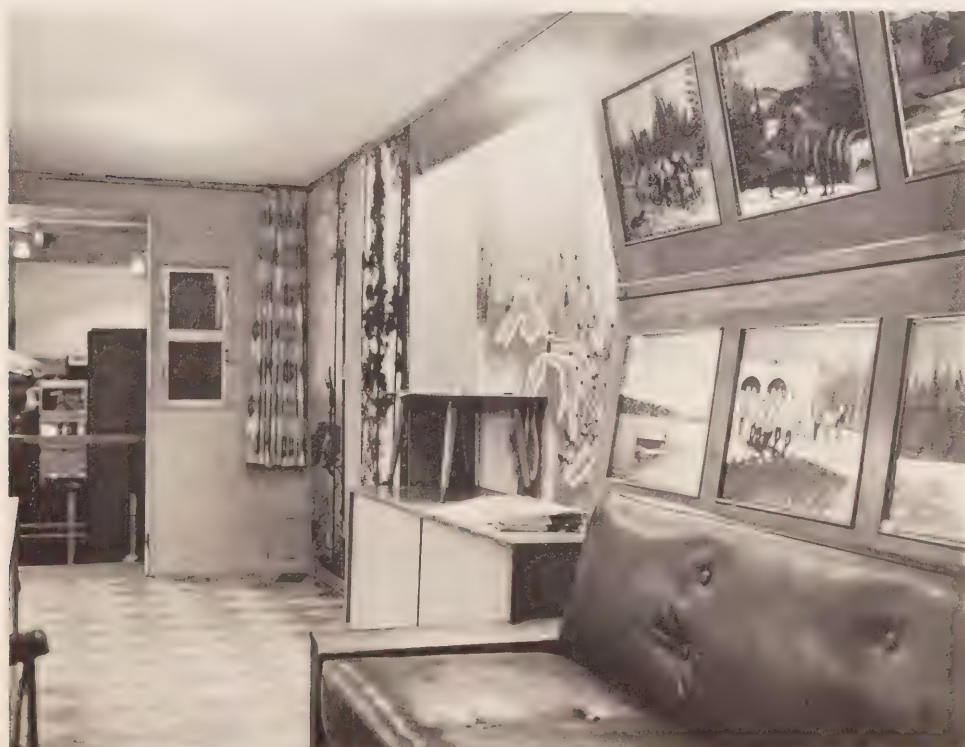
It should be noted that the Supervisors and Receptionists not only provided an excellent service to tourists but did a great deal of local public relations work within their respective areas.

The following is a list of Reception Centres and Staff:

Location	Supervisor	No. of Receptionists
Barrie (Highway No. 400)	P. Head	4
Cornwall	Miss L. Ross	5
Fort Erie	D. R. Allan	3
Fort Frances	Mrs. D. McFayden	3
Hawkesbury	T. Morris	3
Homer	Mrs. D. Hosie	5
Ivy Lea	H. Wills	6
Kenora	G. T. Beatty	4
Lancaster	G. Durand	5
Middle Falls	Mrs. H. D. Keane	2
Niagara Falls	D. R. Allan	6
Point Edward	B. Shingles	16
Prescott	G. R. Serviss	3
Sault Ste. Marie	L. McAuley	5
Windsor	Mrs. D. Heller	14 (two Centres)



Ontario welcomes visitors to the Grey Cup Festival at Toronto! Travel and Publicity Float in the parade.



Interior of the Mobile Reception Centre which will be recognized by many who have attended travel shows in North America.

Statistical Report

The Reception Centre statistics are contained in four parts as Appendices A,B,C, and D. This sampling of 860,526 tourists, who voluntarily availed themselves of the free services of the Reception Centres, can be advantageously used as a study for future advertising and publicity campaigns by Chambers of Commerce and tourist organizations in the Province.

Appendix 'A' provides information on the number of visitors to each Reception Centre, the length of stay and their chief interests.

Appendix 'B' indicates the destination, by era, of the tourists who visited the individual Reception Centres. The accompanying map shows in detail the 33 Vacation Areas.

Appendix 'C' and 'B' indicate by state and province, respectively, the origin of the tourists. It is interesting to note that every state and province is represented in varying numbers of visitors to and within Ontario.

Visitors from nearly every country of the world visited the Reception Centres; the greatest single group of foreign or overseas tourists was from the British Isles.

Appendix 'E' produced by the Dominion Bureau of Statistics indicates the number of foreign vehicles entering Ontario.

DISTRIBUTION OF LITERATURE

(1) Departmental Literature

More than 5,600,000 individual pieces of Departmental literature were distributed during the calendar year 1962. Quantities of literature were supplied upon request to Chambers of Commerce, Boards of Trade, Travel and Transportation agencies, Tourist organizations, conventions, motor clubs, and other groups, in Canada, the United States, and other countries of the world. These sources provided excellent channels for distribution of Departmental publications, as evidenced by the many acknowledgements and letters received from tourists. The following is a list of Departmental publications, and quantities distributed:

Angling	358,355	Lure Book	455,074
Campsites	248,000	Maps (Road)	1,432,208
Coasters	235,158	Matches (Books)	197,400
Comic No. 1	118,912	Parliament Buildings	101,421
Comic No. 2	104,156	Picnic Maps	119,232
Cruising App.	25,020	Post Cards	105,275
Cruising Ont. Water	28,970	Posters	480
Directories	6,130	Puzzles	53,392
Flying Facts	4,435	See and Do	408,790
Golf Guide	15,855	22 Tours	259,040
Heartland	127,621	Travel Tips	412,370
Historic Ontario	6,290	33 Vacation Area	437,015
History Folder	125,655	Winter Sports	35,760
Lake Superior			
Circle Tour	77,065	Where To Stay	131,915

TOTAL 5,630,994

(2) Non-Departmental Literature

Some 1½ million brochures, pamphlets and other types of publicity material, provided by individual tourist operators, tourist associations, Chambers of Commerce and other government departments were distributed through the main office and Reception Centres. Letters were sent to Resort, Camp, Motel and Hotel operators, Chambers of Commerce, and Tourist organizations, inviting them to send in suitable quantities of their folders, which could be used in answering enquiries at this office, and our Reception Centres. This proved to be an excellent way in which to publicize Tourist establishments, and individual areas.

SPECIAL PUBLIC RELATIONS ACTIVITIES

(1) Sports and Travel Shows, Fairs and Exhibitions

In 1962 Information Branch prepared exhibits, staffed and attended Sports and Travel Shows and Fairs and Exhibitions in the following locations: Chicago Amphitheatre, Chicago Navy Pier, Fort William, Owen Sound (International Plowing Match), Toronto (Sports Show, Canadian National Exhibition, Canadian National Restaurant Association, Shriners Convention), and Wallaceburg Sports Show. A colourful float pictured within this report, represented Ontario, Province of Opportunity, in the Grey Cup Parade.

Uniformed Receptionists and other Branch personnel, as well as display material, were also provided for Conventions and meetings including the following: Department of Transport Safety Work Shops, Toronto; Canadian Restaurant Association Culinary Arts Display, Toronto; Grey Cup Festival, Toronto; Ontario Hotel Association and Association of Tourist Resorts Convention, Toronto; American Oil Chemists Society Convention, Toronto; 4th Canadian Area Conference of the Commonwealth Parliamentary Association, Toronto; Northern Ontario Tourist Outfitters Convention, Fort William; Ontario Tourist Courts Association, London; Blossom Festival, Niagara Peninsula; and the Post Masters Convention, Windsor.

Travel Counsellors augmented the staffs of the Canadian Government Travel Bureau offices in Chicago and New York during the peak months of June and July. Many enquiries about Ontario were capably serviced by the trained counsellors.

(2) Tour Arrangements

Arrangements were made for:

- (a) 'Why I Would Like To Visit Ontario' contest winners from Florida on a ten-day tour of Ontario.
- (b) Ontario Municipal Association Convention, Niagara Falls.
- (c) Allied Students attending U.S. Army Engineering School, Virginia — touring Niagara Falls.
- (d) Other tours and fishing and hunting expeditions were arranged for Outdoor Writers, Travel Editors and photographers both from Canada and United States.

(3) Public Speaking

In response to invitations Information Branch Staff delivered speeches to Service Clubs, Home and School Associations, Chambers of Commerce, Boards of Trade and other Tourist Association meetings and Conferences, both in Canada and the United States. This phase of the Branch's activities proved to be an excellent opportunity in which to outline the Department's program, emphasizing the economic and cultural importance of the Tourist industry, and providing information in the 'question and answer' period, following the speeches. A number of personal appearances and interviews took place with T.V., radio and newspaper personnel.

Numerous enquiries were received from newspaper, radio, and T.V. stations requesting information and statistics as to Tourist spending, volume of tourist traffic, number of foreign vehicles entering Ontario, Reception Centre figures, material and literature, all of which gave considerable publicity to the Department and the Province.

Telephone calls covered a wide range of subjects and included calls from organizations, associations, and interested groups requesting advice and assistance as to appropriate and suitable methods of tourist promotion and related matters.

F. A. VENN,
Director, Information Branch.

FOREIGN DIRECT MAIL ENQUIRIES

	1962	1961		1962	1961
Africa	62	11	Iraq	22	39
Algeria	1	1	Israel	10	8
Arabia	—	5	Italy	47	31
Argentina	265	282	Jamaica	91	15
Aruba W.I.	4	—	Japan	93	50
Australia	305	217	Java	—	1
Austria	11	6	Korea	—	6
Bahamas	7	6	Kenya	—	4
Barbados	4	4	Kuwait P.G.	1	2
Belgium	54	47	Lebanon	16	2
Bermuda	10	5	Malaya	159	24
Borneo	1	—	Malta	9	9
Borneo (North)	5	1	Mauritius	—	2
Brazil	106	121	Mexico	109	84
British Guiana	31	21	Netherlands	107	69
British Honduras	1	—	New Guinea	1	3
B.W.I.	13	6	New Zealand	180	141
Bulgaria	1	2	Nicaragua	—	3
Burma	1	1	Nigeria	136	159
Canal Zone	27	6	Norway	3	13
Ceylon	94	165	Pakistan	15	9
Chile	20	19	Panama	10	4
China	2	12	Paraguay	3	4
Columbia	18	11	Peru	11	8
Costa Rica	9	6	Phillippines	27	14
Cuba	5	6	Poland	5	3
Cyprus	3	2	Portugal	14	10
Czechoslovakia	18	3	Puerto Rico	50	31
Denmark	24	15	Rhodesia	10	2
Dominicana W.I.	2	—	Russia	5	—
Ecuador	2	1	Seychelles	—	1
Egypt	6	3	Singapore	37	—
El Salvador	3	—	South Africa	519	37
Fiji	2	8	South Rhodesia	18	3
Finland	8	4	Spain	127	174
France	98	42	Sweden	56	46
Germany	138	112	Switzerland	41	13
Ghana W.A.	261	275	Syria	2	3
Gibraltar	5	4	Tanganyika	3	2
Gold Coast	—	2	Thailand	3	3
Greece	7	2	Trinidad	30	21
Guam	8	7	Tunisia	1	—
Guatemala	3	4	Turkey	14	6
Haiti	—	2	Uganda	6	5
Honduras	1	—	United Kingdom	770	525
Hong Kong	8	6	Uruguay	14	16
Honolulu	2	2	Venezuela	42	17
Hungary	11	12	Viet-nam, Indo-China	2	—
India	105	40	Virgin Islands	2	1
Indonesia	583	269	Yugoslavia	90	128
Iran	5	3	Zanzibar	—	2
TOTAL:				5,271	3,848

DIRECT MAIL ENQUIRIES BY STATES AND PROVINCES

	1962	1961		1962	1961
CANADA					
Alberta	3,550	2,104	Ontario	115,611	53,634
British Columbia	4,350	2,916	P. E. I.	246	159
Manitoba	3,289	2,227	Quebec	29,189	23,323
New Brunswick	2,918	2,235	Saskatchewan	2,282	1,358
Newfoundland	530	395	N. W. T.	48	41
Nova Scotia	2,347	2,047	Yukon	35	21
			Sub-Total	164,515	90,460
UNITED STATES					
Alaska	130	48	Montana	579	230
Alabama	946	548	Nebraska	1,636	1,020
Arizona	672	288	Nevada	115	72
Arkansas	490	241	New Hampshire	1,297	840
California	11,220	8,130	New Jersey	10,700	6,419
Colorado	1,286	836	New Mexico	424	223
Connecticut	4,183	2,311	New York	34,460	23,963
Delaware	818	343	North Carolina	1,648	860
Dist. of Columbia	986	732	South Carolina	642	309
Florida	3,212	2,227	North Dakota	496	424
Georgia	1,021	606	South Dakota	541	469
Hawaii	189	125	Oklahoma	1,203	532
Idaho	613	418	Ohio	26,363	17,489
Illinois	25,307	14,426	Oregon	1,299	1,249
Indiana	8,026	5,343	Pennsylvania	22,407	14,844
Iowa	4,079	3,052	Rhode Island	1,142	614
Kansas	1,833	1,013	Tennessee	1,485	961
Kentucky	1,568	1,098	Texas	3,807	1,950
Louisiana	636	452	Utah	397	248
Maine	1,213	911	Vermont	753	418
Maryland	2,708	1,536	Virginia	2,063	1,062
Massachusetts	8,009	4,575	Washington	2,655	2,139
Michigan	25,914	20,015	West Virginia	1,297	715
Minnesota	8,554	8,569	Wisconsin	12,732	12,620
Mississippi	543	362	Wyoming	255	148
Missouri	3,862	2,436			
			Sub-Total	413,253	170,459
FOREIGN			Sub-Total	5,271	3,848
			TOTAL:	418,524	264,767
			TOTAL:	*	123,569
Sources of enquiries other than Direct Mail (i.e. Canadian Government Travel Bureau Lists and Travel Shows)			GRAND TOTAL:	418,524	388,336

*1962 figure incorporated in total.



Legend

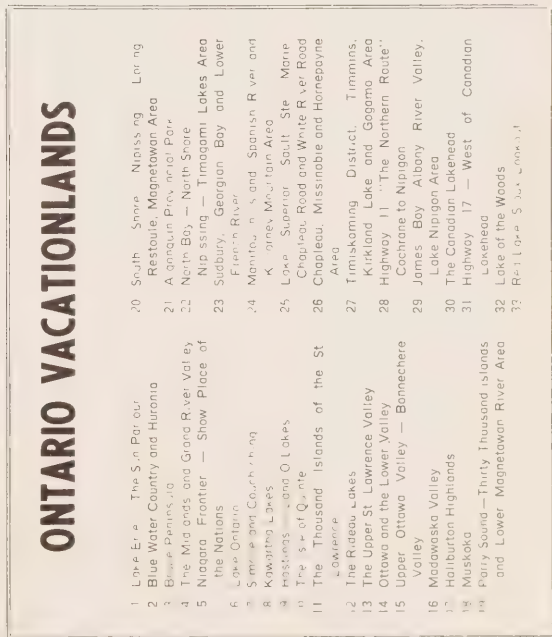
PORTS OF ENTRY BY BRIDGE -

FERRY BOAT - TUNNEL -

OFFICIAL GOV'T RECEPTION CENTERS

ONTARIO VACATIONLANDS

- | | | | |
|----|---|---|---------------------------|
| 1 | Loke River | The Sun River | Loke River |
| 2 | Blue Water Country and Huronia | | |
| 3 | Beaver Peninsula | | |
| 4 | The Midland and Grand River Valley | | |
| 5 | Algonia | Frontier | Show Place of the Nations |
| 6 | Loke Origin | | |
| 7 | Smoky and Catching | | |
| 8 | Kawitash Lakes | | |
| 9 | Resisting and O Lakes | | |
| 10 | The 5 of Quete | | |
| 11 | The Thousand Islands of the St Lawrence | | |
| 12 | The Rideau Lakes | | |
| 13 | The Upper St. Lawrence Valley | | |
| 14 | Ottawa and the Lower Valley | | |
| 15 | Upper Ottawa Valley | Bonnechere Valley | |
| 16 | Madawaska Valley | | |
| 17 | Haliburton Highlands | | |
| 18 | Muskoka | | |
| 19 | Perry Sound | Thirty Thousand Islands and Lower Magnetawan River Area | |
| 20 | South | Nassau River | Loke River |
| 21 | Restoule | Magnetawan Area | |
| 22 | Aconquin River | North Shore | |
| 23 | Nasling | Timagami Lakes Area | |
| 24 | Subsary | Georgian Bay and Lower Fennel River | |
| 25 | Marine Islands and Stagnant River and Loke Area | Mountain Area | |
| 26 | Chapleau, Rideau and White River Road | Superior Sault Ste. Marie | |
| 27 | Chapleau, Mississable and Hornepayne Area | | |
| 28 | Timiskaming District | Timmins | |
| 29 | Kirkland Lake and Gogama Area | | |
| 30 | Highway 11 | The Northern Route | |
| 31 | Cochrane to Nain | | |
| 32 | James Bay | Albany River Valley | |
| 33 | The Canadian Lakened | | |
| 34 | Highway 17 | West of Canadian Lakened | |
| 35 | Loke River | | |
| 36 | Loke River | | |



REPORT OF RECEPTION CENTRES

APPENDIX "A" 1962

Reception Centre Summary for 1962	Kenora	Fort Frances	Middle Falls	S. S. Marie	Point Edward	Windsor Tunnel	Windsor Bridge	Fort. Erie	Niagara Falls	Homer	1000 Lakeland Islands Bridge				Cornwall	Hawkesbury	Lancaster	TOTAL
											May 12	May 12	Apr. 7	May 12				
Opening date:	May 12	May 12	May 12	May 14	all	all	May 12	May 12	all	May 12	Sept. 30	May 12	May 12	May 12	May 12	May 12	all	
Closing date:	Sept. 16	Sept. 16	Oct. 15	Sept. 15	year	year	Sept. 16	Sept. 16	year	Sept. 30	Oct. 15	Oct. 15	Dec. 31	Sept. 16	Sept. 16	Sept. 16	year	
Grand total visitors to Centre:	34,643	17,320	33,275	25,598	171,600	40,614	52,407	32,963	108,695	60,574	52,058	90,350	3,406	47,629	3,949	85,445	860,526	
Number of parties	11,302	4,657	9,021	4,861	54,848	12,699	15,064	9,538	31,748	16,700	15,295	27,345	981	13,517	1,070	23,859	252,505	
First visit to Ontario:	6,564	4,265	7,342	6,928	12,909	12,084	15,298	5,620	48,094	6,471	2,528	10,211	358	3,686	420	5,747	148,525	
Period of stay:																		
1 week or less	18,871	11,047	26,685	12,655	135,470	31,748	43,406	25,415	95,391	55,446	21,061	69,450	1,775	25,203	1,765	67,525	642,913	
1 - 2 weeks	5,714	4,246	5,375	6,968	13,623	4,871	6,428	3,477	9,885	3,334	10,963	11,959	1,002	6,283	1,444	9,523	105,095	
2 - 3 weeks	1,807	1,179	932	—	4,385	1,549	554	1,084	2,685	1,238	1,323	4,449	187	1,526	228	—	23,126	
3 - 4 weeks	709	485	131	1,459	1,188	338	228	238	373	342	—	915	89	458	108	865	7,926	
Month or more	5,807	363	152	540	1,698	253	269	214	361	214	615	906	41	618	79	441	12,571	
Number of road maps issued:	5,217	8,350	9,375	5,889	64,425	14,786	16,840	8,242	24,147	15,945	13,200	34,073	1,243	21,759	2,086	15,861	261,438	
Phone calls made:																		
Local	2,971	288	—	400	2,801	309	126	209	252	219	—	769	74	1,526	120	—	10,054	
Long Distance	164	21	—	181	16	118	42	137	138	31	227	313	59	26	23	450	1,946	
Licences:																		
Fishing	161	—	—	—	273	665	—	—	1,044	127	100	282	16	15	—	—	2,683	
Hunting	—	—	—	—	—	172	—	—	—	—	—	—	—	—	—	—	172	
Number interested in:																		
Fishing	4,024	4,863	3,705	9,459	4,109	991	1,114	1,426	3,835	288	4,448	9,615	217	897	425	2,194	51,610	
Hunting	74	26	195	113	450	338	19	13	261	65	256	1,177	1	87	—	215	3,290	
Resort Holiday	4,939	1,264	427	6,073	10,446	847	1,942	2,194	7,119	2,545	4,797	33,356	419	1,693	504	6,115	84,680	
Touring	16,963	11,108	18,265	14,546	156,364	33,700	43,005	22,463	80,564	50,743	18,180	68,401	2,417	26,614	1,998	67,999	633,330	
Camping	9,966	2,321	10,448	9,079	8,057	2,388	4,337	3,296	11,203	6,281	7,666	12,001	629	7,011	60	20,321	115,061	
Cruising	319	228	—	92	799	52	122	107	825	244	765	9,847	273	403	66	1,450	15,592	
Ont. History & Museums	184	—	65	—	1,574	6	—	317	1,753	431	454	5,292	92	1,288	—	—	11,456	
Business	1,192	207	170	—	4,426	437	346	612	1,071	752	1,665	2,348	41	899	—	—	14,166	
No. of house trailers	978	272	2,097	2,494	1,137	42	433	339	619	214	384	4,078	6	297	31	1,263	14,684	

REPORT OF RECEPTION CENTRES Appendix "B" — Destination by Vacation Areas 1962

Reception Centre for 1962	Summary	Kenora	Fort Frances	Middle Falls	S. S. Marie	Point Edward	Windor Tunnel	Windor Bridge	Fort Erie	Niagara Falls	Homer	Lakeland Bridge	1000 Islands Bridge	Prescott	Cornwall	Hawkes- bury	Lan- caster	TOTAL
Opening date:	Closing date:	May 12 Sept. 16	May 12 Sept. 16	May 12 Oct. 15	May 14 Sept. 15	all year	all year	May 12 Sept. 16	May 12 Sept. 16	all year	May 12 Sept. 30	May 12 Oct. 15	Apr. 7 Dec. 1	May 12 Sept. 31	May 12 Sept. 8	May 12 Sept. 16	May 12 Sept. 16	all year
Vacation Area Nos.:																		
1.	—	287	2	13	408	9,417	18,653	18,542	3,161	12,728	3,381	62	955	49	191	54	2,226	70,129
2.	—	164	7	63	387	49,278	2,358	2,318	3,155	5,243	3,935	7,891	469	25	156	60	1,052	76,561
3.	—	20	—	—	91	2,145	271	196	89	68	275	188	27	4	16	7	8	3,405
4.	—	523	3	12	131	10,376	1,112	1,541	1,249	1,306	1,618	190	458	27	247	95	1,194	20,082
5.	—	808	32	348	852	56,951	7,912	17,010	14,524	55,841	23,777	331	4,330	136	1,087	167	7,378	191,484
6.	—	1,983	80	62	927	8,716	2,049	3,305	2,400	6,178	8,900	469	5,149	145	1,500	272	9,644	51,779
7.	—	76	3	—	19	475	127	140	234	398	974	7,226	91	16	97	14	138	10,028
8.	—	52	—	—	14	552	193	347	599	534	1,072	169	346	36	115	29	239	4,297
9.	—	30	—	—	7	67	34	31	49	27	104	4	206	9	17	7	25	617
10.	—	108	—	—	11	256	116	44	61	102	141	21	905	22	122	19	433	2,361
11.	—	114	1	42	97	1,039	364	430	307	5,959	2,630	52	43,750	327	1,296	78	5,846	62,332
12.	—	9	—	—	130	78	43	32	42	157	85	22	5,157	119	240	50	258	6,423
13.	—	59	—	2	221	8,110	1,842	3,302	1,587	10,325	4,589	381	18,286	1,605	18,329	490	46,113	115,241
14.	—	2,740	37	428	1,655	1,314	574	451	451	1,292	1,354	582	4,750	236	3,120	1,682	2,236	22,902
15.	—	62	—	—	341	161	19	42	23	59	38	53	222	17	76	38	34	1,185
16.	—	8	—	—	4	105	19	18	74	31	177	28	141	—	9	7	17	588
17.	—	—	—	—	17	127	139	98	89	110	255	268	52	4	30	8	44	1,241
18.	—	26	—	2	31	1,684	943	624	593	513	1,099	7,316	126	25	50	28	166	13,226
19.	—	23	14	2	185	639	162	222	275	438	541	2,504	83	7	27	6	37	5,165
20.	—	14	—	—	36	77	91	41	43	68	81	631	44	9	8	26	1,177	—
21.	—	7	2	2	37	506	177	296	497	810	1,456	1,904	761	62	298	164	160	7,139
22.	—	80	—	—	169	750	152	345	714	451	746	1,448	295	37	146	45	60	5,438
23.	—	78	8	—	408	431	128	122	217	116	415	1,666	51	4	53	21	105	3,823
24.	—	18	7	28	574	1,251	131	78	118	158	216	504	40	11	48	15	—	3,197
25.	—	1,282	183	14,059	3,225	2,234	603	554	385	1,734	898	2,483	508	42	223	75	297	28,785
26.	—	29	5	24	1,934	235	92	83	25	53	37	94	22	—	23	6	—	2,662
27.	—	33	2	17	90	227	26	58	109	77	120	794	64	—	23	15	20	1,675
28.	—	31	2	2,157	138	101	26	34	31	13	57	66	6	6	11	—	9	1,688
29.	—	4	5	166	3	24	5	5	9	14	21	52	22	—	10	2	2	344
30.	—	1,559	611	13,661	8,014	766	98	276	200	443	225	687	51	17	32	72	77	26,789
31.	—	432	404	834	235	27	27	27	16	25	18	10	74	9	9	11	2	2,133
32.	—	21,114	14,707	2,092	1,361	157	58	256	282	819	841	2,740	219	18	4	106	507	45,281
33.	—	799	1,201	261	36	88	242	17	8	4	24	22	22	1	2	—	1	2,728
Unstated.	—	336	4	—	8	15,236	1,855	1,522	1,347	2,600	423	5,909	2,668	381	15,922	58	7,091	55,360

REPORT OF RECEPTION CENTRES Appendix "C" — U. S. Origin and Foreign 1962

Reception Centre Summary for 1962	Kenora		Fort Frances		Middle Falls		S. S. Marie		Point Edward		Windsor Tunnel		Windsor Bridge		Fort Erie		Niagara Falls		Homer		Lakeland Islands			Prescott			Cornwall			Hawkes- bury			Lan- caster	TOTAL
	Opening date: Closing date:		Opening date: Closing date:		Opening date: Closing date:		Opening date: Closing date:		Opening date: Closing date:		Opening date: Closing date:		Opening date: Closing date:		Opening date: Closing date:		Opening date: Closing date:		Opening date: Closing date:		Opening date: Closing date:			Opening date: Closing date:			Opening date: Closing date:							
	May Sept.	12 16	May Sept.	12 16	May Oct.	12 15	May Sept.	14 15	all year	May Sept.	12 16	all year	May Sept.	12 16	all year	May Sept.	12 16	all year	May Sept.	12 16	May Sept.	12 16	May Sept.	12 16	May Sept.	12 16	May Sept.	12 16	May Sept.	12 16	all year			
United States Origin:																																		
Alabama	9	12	30	20	263	86	142	35	238	88	11	52	11	8	43	—	—	11	—	73	1,070													
Alaska	79	27	—	12	45	17	2	11	21	11	8	—	11	29	14	—	—	—	—	7	284													
Arizona	63	11	31	26	114	28	40	30	116	59	29	14	29	29	14	—	9	9	3	24	597													
Arkansas	20	44	34	11	164	82	59	15	126	13	13	—	13	4	171	4	4	4	3	13	769													
California	672	185	130	301	1,258	423	507	268	1,913	749	244	639	244	14	310	17	175	22	596	7,770														
Colorado	104	42	74	46	227	40	91	56	231	59	14	639	59	14	639	31	31	5	85	1,744														
Connecticut	17	3	20	90	701	123	268	578	2,998	1,092	159	1,173	159	14	1,173	19	756	27	1,032	9,121														
Delaware	1	—	—	7	120	104	54	174	366	121	36	267	121	36	267	—	—	85	27	98	1,476													
District of Columbia	20	6	29	34	112	56	111	84	420	110	65	331	110	65	331	9	49	2	62	1,500														
Florida	165	52	120	239	1,118	210	273	239	871	356	170	403	356	170	403	180	10	499	2	4,905														
Georgia	35	41	41	52	160	131	144	37	315	152	111	102	111	102	102	4	24	—	115	1,464														
Hawaii	—	—	—	10	36	21	13	13	24	12	2	18	2	2	18	—	—	—	—	14	175													
Idaho	27	—	—	5	63	9	7	7	35	9	10	12	10	10	12	24	10	—	19	239														
Illinois	1,541	2,891	2,993	1,952	3,631	3,582	5,046	852	5,891	1,681	618	1,591	618	1,591	1,591	459	20	1,394	34	14,142														
Indiana	367	572	734	1,324	2,425	1,384	2,347	434	2,355	865	372	583	372	583	583	14	283	13	587	14,660														
Iowa	1,029	1,774	2,085	1,774	2,653	2,220	296	774	2,721	244	75	158	244	75	158	—	52	6	155	7,965														
Kansas	426	292	248	123	357	203	335	28	346	162	18	128	162	18	128	—	20	5	39	2,530														
Kentucky	87	48	14	76	443	383	545	167	503	131	101	114	131	101	114	2	32	89	2,735															
Louisiana	34	5	52	21	151	92	130	53	234	113	33	111	113	33	111	—	14	—	51	1,094														
Maine	47	—	4	50	217	25	55	68	343	150	7	344	150	7	344	—	179	8	375	1,872														
Maryland	125	34	63	72	501	118	213	418	2,291	1,033	189	7	1,033	189	7	24	325	6	594	7,135														
Massachusetts	199	13	58	152	1,248	180	407	1,122	6,284	2,072	268	3,137	2,072	268	3,137	84	1,463	19	2,026	18,732														
Michigan	1,110	337	3,229	7,520	99,909	15,252	23,737	2,344	8,253	3,680	1,920	3,670	3,680	1,920	3,670	67	1,276	89	2,806	175,199														
Minnesota	2,830	4,945	12,484	1,289	1,478	244	304	133	915	465	148	122	465	148	122	—	108	18	183	25,649														
Mississippi	15	79	22	31	80	36	36	14	128	45	11	28	45	11	28	4	26	3	20	599														
Missouri	404	629	379	172	699	386	558	98	805	275	56	169	275	56	169	6	66	5	40	2,641														
Montana	71	11	10	15	112	20	32	13	59	10	6	2	10	6	2	4	8	5	40	2,641														
Nebraska	416	474	262	27	208	106	90	28	193	81	29	54	81	29	54	—	—	15	10	160														
Nevada	18	4	5	23	16	11	10	10	17	12	7	—	12	7	—	—	2	—	35	353														
New Hampshire	23	—	15	32	203	23	38	86	568	212	7	394	212	7	394	8	319	35	226	2,321														
New Jersey	166	17	94	195	1,216	235	624	982	7,525	2,740	424	5,900	2,740	424	5,900	5	1,443	—	2,226	23,842														
New Mexico	26	3	21	32	58	36	32	—	50	135	12	13	135	12	13	2	32	112	8	569														
New York	527	42	187	433	4,387	813	1,322	8,272	19,546	10,873	2,998	20,846	10,873	2,998	20,846	374	8,231	112	8,399	87,252														
North Carolina	34	28	25	48	247	90	190	112	603	249	28	307	249	28	307	12	86	20	156	2,215														
Oklahoma	169	106	42	26	268	107	155	56	215	102	45	73	102	45	73	—	32	20	25	1,441														
North Dakota	429	135	131	26	88	—	53	9	90	45	22	16	45	22	16	—	4	3	3	1,054														
Ohio	558	242	534	1,387	4,632	3,059	5,415	5,955	11,703	6,189	2,702	3,003	6,189	2,702	3,003	70	1,333	—	2,210	48,929														
Oregon	94	40	16	10	91	54	31	22	177	31	17	112	31	17	112	—	—	62	59	751														
Pennsylvania	384	40	126	261	1,867	704	1,021	4,601	9,967	5,905	1,778	8,709	5,905	1,778	8,709	73	1,824	2	2,723	39,885														
Rhode Island	46	2	8	15	236	24	47	188	1,040	327	26	502	327	26	502	239	239	—	379	3,079														
South Carolina	211	5	8	35	100	15	30	59	181	55	16	220	55	16	220	5	204	—	160	1,122														
South Dakota	32	26	26	115	354	133	291	67	323	220	14	11	220	14	11	8	17	3	101	1,857														
Tennessee	191	131	125	105	611	194	522	124	691	286	67	192	286	67	192	2	57	4	174	3,476														
Texas	12	—	12	8	67	27	35	16	123	33	7	17	33	7	17	—	—	8	2	375														
Utah	34	—	8	35	100	15	30	59	181	55	16	220	55	16	220	5	204	—	160	1,122														
Vermont	12	9	40	36	440	135	204	383	1,423	715	201	810	715	201	810	19	160	2	380	4,959														
West Virginia	32	11	10	23	216	139	169	228	516	281	130	111	281	130	111	—	46	8	47	1,967														
Wisconsin	1,169	1,862	6,184	1,977	2,132	662	811	173	2,035	592	284	464	592	284	464	—	190	—	476	19,015														
Wyoming	15	8	12	34	149	50	20	15	39	6	—	13	6	—	13	—	—	3	73	268														
Washington	139	28	25	32	147	268	39	24	165	103	17	12	103	17	12	22	22	—	33	1,097														
Washington Origin:	295	42	48	151	957	704	262	281	2,044	841	453	953	841	453	953	20	394	33	1,164	8,647														

REPORT OF RECEPTION CENTRES

Appendix "D" — Origin by Province

1962

Reception Centre for 1962	Kenora		Fort Frances		Middle Falls		S. S. Marie		Point Edward		Windor Tunnel		Windor Bridge		Fort Erie		Niagara Falls		Homer		1000 Lakeland Islands Bridge				Cornwall		Hawkes- bury				Lan- caster		TOTAL
	May 12 Sept. 16	May 12 Sept. 16	May 12 Sept. 16	May 12 Sept. 16	May 14 Sept. 15	all year	all year	all year	all year	all year	all year	all year	all year	all year	all year	all year	all year	all year	May 12 Sept. 30	May 12 Oct. 15	Apr. 7 Dec. 31	May 12 Sept. 8	May 12 Sept. 16	May 12 Sept. 16	May 12 Sept. 16	May 12 Sept. 16	May 12 Sept. 16	all year					
Opening date:																																	
Closing date:																																	
(Canadian Origin:																																	
Ontario	4,442	937	1,873	2,184	18,743	7,051	3,501	1,488	5,611	13,433	30,243	21,586	1,749	16,073	1,762	14,609	145,285																
Quebec	485	10	51	148	498	200	134	193	2,185	1,384	761	5,770	234	5,732	1,147	28,373	47,305																
New Brunswick	117	6	—	21	88	14	21	37	300	187	95	621	25	281	27	1,365	3,205																
Nova Scotia	197	4	—	57	182	54	49	77	374	309	175	994	20	370	25	1,844	4,731																
Prince Edward Island	46	6	—	6	25	—	4	3	50	32	7	113	—	16	4	198	510																
Newfoundland	33	—	—	12	22	9	4	6	45	64	12	87	8	33	—	235	570																
Manitoba	8,558	730	223	193	712	102	63	40	376	330	443	182	9	126	24	292	12,403																
Saskatchewan	1,267	72	14	79	445	75	31	49	266	192	258	160	2	124	10	191	3,235																
Alberta	1,826	42	21	52	367	59	40	18	405	230	375	228	21	165	8	421	4,278																
British Columbia	1,204	45	20	112	206	45	26	24	192	260	323	208	19	140	17	443	3,284																
Yukon	74	—	1	10	4	2	2	—	8	—	17	5	—	3	—	11	137																

ONTARIO TRAVELLERS VEHICLE PERMITS, 1961-1962

Appendix "E" — (Foreign Motor Vehicles Entering Ontario)

	1961	1962	1961	1962	1961	1962	1961	1962	1961	1962
	193,215	180,523	April	May	June	July	August	September	October	November
January										
February	180,892	171,830								
March	225,003	242,590								
TOTAL:	599,110	594,943								

Report of the Photography Branch

In keeping with the trend of recent years, there has been an increase in the production of the Photographic Branch during the calendar year 1962. This increase is apparent in all phases of the Branch's operation.

PHOTOGRAPHY

Still Photography

The Branch's main objective continued to be the provision of a black and white and colour photographic service for use in the Department's travel promotion program. During the past year, we added a total of 2,237 black and white photographs to our files, with a similar number of alternate negatives being obtained. This is an increase of approximately 5 % over the previous year.

We also added 2,164 colour transparencies to our library, which represents an increase of approximately 14 % over the previous year. Again, we concentrated on the 4 x 5 inch and 2¼ inch size, which are most acceptable in the newspaper and magazine field, as well as being preferred for Department publications.

Our coverage of the Province at the height of the summer tourist season was quite extensive, with Branch personnel on assignment in:

Caledon-Orangeville, Muskoka, Georgian Bay, Manitoulin Island area, Cornwall-Upper Canada Village, Kawarthas, Grand River Valley, Lake Erie, Kingston-Thousand Islands, Haliburton, Rideau Canal, Prince Edward County, Sarnia, Ottawa, Ipperwash, Blue Water area, Niagara Falls-Crystal Beach area.

In Northern Ontario staff photographed vacation attractions in:

Quetico, Rainy Lake, Kenora, Minaki, Lakehead, Sibley Peninsula, Northern Route, Kirkland Lake, Timmins, Temagami, Algoma and Chapeau.

Special events covered by the Branch during the year included:

The visit of Her Majesty Queen Elizabeth the Queen Mother, Blossom Festival at Niagara, Ely-Atikokan Canoe Derby, Lake Ontario Schooner Race, Brantford Indian Pageant, Canadian Albacore Championships, Lake Rosseau, Ploughing Match, Owen Sound, Timmins Golden Jubilee summer activities, Muskoka-Haliburton Colour Cavalcade, 150th Anniversary of the Battle of Queenston Heights.

During the winter months staff photographed:

Canadian Junior Ski Championships at Port Arthur, North American Professional Ski Championships, Collingwood, the Ontario Senior Alpine Championships, Collingwood, and ski meets at Sudbury. Winter Carnivals at Penetang, Temagami, Barrie, and Minden, and Ski-nanigans at Owen Sound, Dice-on-Ice at Huntsville, and Timmins Golden Jubilee Winter Carnival. Staff also photographed several of the Province's major Bonspiels.

The Branch continued to serve many other Departments of the Provincial Government, including:

The Office of the Prime Minister, Office of the Speaker, Department of Public Works, Department of Economics and Development, Department of Reform Institutions, Department of Agriculture, Department of Public Welfare, and the Civil Service Commission.

Photograph Library

During 1962 a total of 37,355 black and white photographs were distributed from the Photograph Library. An analysis of this distribution is contained in Appendix 'A' Distribution of colour photographs reached a total of 4,743 an analysis of which is contained in Appendix 'B'.

Darkroom Production

Production of standard 8 x 10" photographic prints continued to account for the major portion of darkroom output, but we also produced a variety of prints ranging from 35 mm to over-size display enlargement.

Motion Picture Production

We continued our program of replacing out-dated films within the Department's library, and early in the new year added two new productions, North Superior Shore and Outdoors Country. The first covers the area bordering Highway 17 from Sault Ste. Marie to the Lakehead, and the second includes the Dryden-Sioux Lookout-Kenora-Fort Frances area. Two new films were produced during the past summer, one covering the Eastern Ontario region, and another following the Upper Ottawa-French River section.

Motion Picture Library

The Department continued to participate in the Canadian Travel Film Library program in cooperation with the Canadian Government Travel Bureau and the National Film Board.

The American distribution handled through the Travel Film Library originating from the Chicago and New York offices of the Board, resulted in 11,468 direct screenings from the 15 Department titles available. This represents an increase of approximately 35 %. The Library also provided 314 free telecasts of 9 Department films cleared for television. Of approximately 100 television films in the Library, 3 of this Department's films rated among the 5 films receiving the most telecasts.

Canadian distribution, which is arranged through this office, recorded 765 direct screenings of Department films, an increase of approximately 18 %. Free Canadian television distribution improved by 1/3, with 63 telecasts being recorded.

SPECIAL PROMOTION AND PUBLIC RELATIONS

Tours of Editors, Writers and Photographers

Branch personnel planned and took part in a variety of special promotion projects undertaken by the Department during the year. They are presented on a monthly basis for the purpose of this report.

February	The Department arranged and participated in a tour of the Province's winter recreational areas for Mr. Ted Grant, free lance photographer on assignment for the Canadian Government Travel Bureau.
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April	The Branch cooperated with Mr. Critchell Rimington, Editor of Yachting magazine, New York, in the preparation of an article on inland cruising in Ontario.
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Film processing in the Departmental darkrooms.



Selecting negatives from the Department's comprehensive photographic files.



Filing and cataloguing transparencies and prints in the Departmental Photographic Library.

- May** The Department arranged and participated in a trip for Mr. Mel Ellis, Outdoor Editor of the Milwaukee Journal and Associate Editor of Field and Stream, in the Oba district. Arrangements were made for Mr. Ralph Hedlin on a Spring bear hunting assignment north of Lake of the Woods for Sports Afield magazine.
- June** The Branch cooperated with the Department of Lands and Forests in arrangements for a visit of Mr. Don Godbout, Outdoor Editor of the New York Times, on assignment in Algonquin Park. During June, July and August, Branch staff worked with Mr. Winfield Parks, National Geographic magazine photographer, assigned to an extensive Ontario story.
- July and August** The Branch arranged for and participated in a number of special promotion assignments during the months of July and August. These included:
A visit to the Muskoka district by Mr. Frank Kuchirchuk, writer-photographer with United Press International, Cleveland. Mr. Gordon Kuster, Outdoor Editor of the Columbus Dispatch, on a fishing assignment in the Land of Lakes area.
- Mr. Jack Parry, Outdoor Editor of the Gary Post Tribune, Gary, Indiana, on assignment in the Rainy Lake area.
Mr. and Mrs. Clare Allen of the Buffalo Courier Express and radio station WEBR, were given assistance while on assignment in the Manitoulin Island-North Channel area, and the Upper Canada Village-Ottawa areas.
Extensive assistance was given to Mr. Dave Forbert, free lance photographer on assignment for the Canadian Government Travel Bureau, throughout many of Southern Ontario's vacation areas. Staff personnel accompanied Mr. Bud Paulson, Boating Editor of Field and Stream magazine, and Mrs. Paulson, while on assignment in the Manitoulin Island-North Channel area, and the Temagami region.
- October** The Branch worked with Mr. Jay Reed of the Appleton Post Crescent, Appleton, Wisconsin, on arrangements for a hunting and fishing trip in the Red Lake area. Assistance was given Mr. Roger Latham of the Pittsburgh Press in arranging a goose shoot in the Albany River area. Arrangements were made for Mr. Clare Allen of the Buffalo Courier Express and radio station WEBR for an upland game bird shoot on Manitoulin Island. Mr. Norman Nelson, Minneapolis Outdoor Writer, was assisted with arrangements for a moose hunt in northern Ontario. And Mr. Ted Peck, west coast television broadcaster, was given

assistance on a hunting and fishing trip in the area north of Lake of the Woods.

December

A member of the staff worked with Mr. Joe Glaser of the Buffalo Courier Express in covering a moose hunt in the Hearst area.

Special Projects

The 19th Annual U.S. Editors' Goodwill Tour was again organized and conducted by this Branch. It was the Branch's most extensive undertaking with representation from 27 of the 30 States invited. This year's tour included the major areas of Windsor-Essex County, Sarnia, London, Georgian Bay-Huron, and the Killarney-Sudbury, Temagami, Kirkland Lake districts. The tour also visited Ottawa, Upper Canada Village, Kingston, Belleville, Mosport, Toronto, and Niagara Falls, during its 13 day duration.

A daily story, prepared by the Division of Publicity of this Department, and a series of photographs and mats, prepared by this Branch, were forwarded to the editors for use in their papers during and immediately following the tour.

Tear sheets on the trip, in some instances covering a series of articles written over a twelve week period, were forwarded to the Department by the participating editors. The tour also received favourable coverage from Canadian newspapers.

A 16 MM colour film of the tour was produced and prints are being circulated among the editors for screening to their local service clubs and church groups, etc.

In cooperation with the Northern Ontario Tourist Outfitters Association and several Provincial and Federal Government Departments, a member of this staff was assigned to assist in obtaining photographs and publicity for the Indian Guide School held at the Quetico Conference and Training Centre in April.

Branch staff were loaned to the Office of the Speaker to assist in arranging and conducting the Fourth Canadian Area Conference of the Commonwealth Parliamentary Association.

At the request of the Ontario Division of the Canadian Ski Instructors Alliance, a member of the staff acted as co-ordinator for the ski school held at Owen Sound. Late in the year the same staff member worked with the Alliance in preparing for their school to be held early in the new year.

A member of the staff was on loan to the Department of Lands and Forests to work with them during the northeastern Ontario tour of Members of the Legislature.

The Branch organized the annual re-union of the K.O.B. Club, held in St. Louis, Missouri, during the fall meeting of the National Editorial Association.

COLIN McDONALD,
Director,
Photography Branch.

APPENDIX 'B'

Statistics on the distribution of colour transparencies from the Library of the Photography Branch are as follows:

Department of Travel and Publicity 1,951	Other Ontario Government Departments 212
Federal Government Departments 177	Canadian Government Travel Bureau 33
Travel Folders other than those produced by Travel and Publicity 603	Canadian Newspapers and Magazines 414
United States Newspapers and Magazines 675	Educational Publications 262
Material for Lectures including 35 m m colour duplicates of Department transparencies 305	Convention Promotion 44
	Foreign Magazines and Publications 67

APPENDIX 'A'

Statistics on the distribution of black and white photographs from the Library of the Photography Branch are as follows:

Department of Travel and Publicity Publications and Promotions 10,596	Travel Folders and Promotions other than those produced by Travel and Publicity 4369
Federal Government Departments 1,034	Canadian Newspapers 2,420
Travel Shows, Exhibitions and Displays 889	United States Newspapers 4,801
Canadian Magazines 1,718	Transportation Companies 220
United States Magazines 1,550	United States Industrial House Organs 219
Television 796	Foreign Newspapers and Magazines including Belgium, Holland, France, Italy, Argentina, Mexico and India 306
Convention Publicity 446	
Canadian Industrial House Organs 2,454	Educational Publications
United Kingdom Newspapers & Magazine 264	Canada 728
Other Ontario Government Departments 3406	United States 575
Canadian Government Travel Bureau 406	Other, including United Kingdom Holland, India, Singapore and Spain 158

Report of the Historical Branch for 1962

The Historical Branch administers certain departmental functions relating to history, archaeology and museums. It also provides permanent staff for the Archaeological and Historic Sites Advisory Board of Ontario, a body of private citizens which advises the Minister on matters relating to the above subjects.

Erection of Historical Plaques

The Branch continued its programme of commemorating sites, structures, events and individuals of provincial historical significance by means of official plaques. Extensive research was carried on in libraries, archives, registry offices and private collections, as well as through interviews with local historians. The increasing public interest in this programme was indicated by the large number of requests for plaques received from organizations and individuals throughout the province.

The Branch was able to carry out varying degrees of research on over 200 subjects. Of these, about 70 were tentatively approved by the Archaeological and Historic Sites Board of Ontario as being worthy of ultimate provincial commemoration. Intensive research was then undertaken on the latter, over 50 inscriptions were completed and 41 official plaque unveiling ceremonies were held.

A total of 309 subjects have been commemorated since the inauguration of this programme some six years ago, and it is believed that this achievement has not been surpassed by any similar agency in Canada. However, it should be pointed out that in the earlier years there was a natural tendency to concentrate on those subjects concerning which reliable historical information was more readily available. Although very many subjects of provincial significance remain to be commemorated, the average volume of research required for each plaque will undoubtedly increase as the programme continues.

In order to arouse interest among local residents in their own regions' historical attractions, it has been departmental policy that the formal unveiling ceremonies should be arranged and sponsored by local organizations. Although this procedure sometimes complicates arrangements it is felt that the results, in terms of aroused local interest, more than compensate for any difficulties involved. The sponsoring organizations have included historical societies, municipal councils, Women's Institutes, chambers of commerce, service clubs, tourist associations and church congregations.

The erection of each plaque inevitably stimulates interest in the subject covered, and we receive many inquiries, both from local residents and tourists, asking for further details. In the course of our research on any specific subject, much incidental historical information is obtained, which, of course, cannot be included in the plaque's limited wording. It is, however, kept on file and can be used by local historical societies or tourist promotion groups in the course of their efforts to preserve and publicize their particular region's history.

It should also be noted that at each unveiling ceremony, a member of the Archaeological and Historic Sites Board is in attendance, and gives a talk on the historical background of the plaque. In rendering this service, these public spirited citizens are, of course, frequently compelled to take time from their own work.

A list of all plaques erected in 1962 is attached hereto as Appendix A.

Aid to Museums

An active programme of assistance to the province's public museums is being continued. By the end of the fiscal year, it is estimated that some 50 museums owned by municipalities or regional conservation authorities will have received financial assistance through this department. These grants, intended to assist with the maintenance and curator's salary of the museum, are made on a matching basis and are contingent on expenditures made by the municipality concerned. Although the maximum possible annual grant is \$1,000, this assistance has proved very helpful to the province's local museums, most of which are operated by voluntary effort on very small budgets. From the government's point of view, the consequent improvement in their standards is greatly to be desired, since in addition to their educational value, the province's museums provide a major attraction to visitors. In this regard it should be noted that during 1961 there were over three million visits made to Ontario's museums and art galleries. Our museums constitute a major attraction both to our own citizens and visitors to the province.

Technical assistance is also given to public museums in Ontario by the Museums Advisor of this branch. During the present fiscal year, he has visited over 80 museums. His assistance covers such aspects of the museums' activities as administration, organization, display, cataloguing, preservation of material and publicity. He was able also to provide a valuable liaison between the various museums, thus facilitating the exchange of material and information. In addition to visiting and corresponding with museum officials, he has compiled a number of standardized information sheets on technical matters for general distribution. He also assisted in the planning and layout of several museum buildings, whose cost of erection totalled some \$70,000.

The department made a grant to the Ontario Historical Society to assist with the operation of its annual "museums workshop" which trains curators.

Publications and Information

The compilation of a revised edition of the brochure "Historic Ontario" was completed and a new edition of the folder "Ontario History" was prepared. Assistance was given to other Departments of the government, and to regional tourist organizations and historical societies, in the preparation of their respective publications. Some 45 press releases containing information on historical subjects were distributed to newspapers and radio and television stations.

Historical information was supplied to authors of books and to magazine writers. The Branch took part in a radio programme publicizing the province's historical attractions and members of the Advisory Board and the Branch spoke at several meetings of local historical societies. Many inquiries from the general public regarding Ontario's history were answered by the staff of the Branch.

Financial grants were made to the Ontario Historical Society and the Ontario Archaeological Society with the primary aim of assisting them in the production of their professional publications. These contained much information of exceptional value to all persons interested in our province's history.



On August 23, 1962 an historical plaque commemorating Canada's pioneer airlines and bush flyers, was unveiled at Hudson, District of Kenora. Participants in the ceremony shown left to right included: Mr. F. W. Bowman, Publicity Chairman of the Hudson Chamber of Commerce; Mr. Charles Robinson, who was one of the pioneer pilots in the area; Mr. S. A. Tomlinson, a former aircraft mechanic with the Patricia Airways; the Honourable George C. Wardrope, Ontario's Minister of Mines; Mr. H. A. ("Doc") Oaks, another well-known bush pilot during the pioneer era; Mr. Conrad Svenson, President of the Patricia Regional Tourist Council; and Mr. Russell Purves, Secretary of the Hudson Chamber of Commerce.



On October 6, 1962 an historical plaque commemorating the Canadian novelist Sara Jeannette Duncan, was unveiled in Brantford. Among those participating in the ceremony were, left to right: His Worship R. B. Beckett, Mayor of Brantford; Mr. G. T. Gordon, M.P.P. (Brantford); Dr. J. M. S. Careless, Vice-Chairman of the province's Historic Sites Board; Mrs. Howard Disher, President of the Brant Historical Society; the Honourable Bryan L. Cathcart, Ontario's Minister of Travel and Publicity; and Mr. James E. Brown, M.P. (Brantford), Vice-President of the Brant Historical Society.

Archaeological Investigations

During 1962, the Department employed Archaeologists to undertake specific field investigations in an effort to obtain information which could not be acquired through ordinary historical research. This information was intended to locate accurately various sites for marking, or to establish the significance of sites which might ultimately be developed as public attractions by other organizations.

Among the principal projects was the continuation of an investigation of the extensive sites of the former military and naval establishments at Penetanguishene. Here in the early 19th century stood the British naval headquarters on the upper Great Lakes. The particular task included locating and outlining the foundations of various individual structures of this establishment whose positions were known only approximately from contemporary maps and sketches.

A search was also continued in Tiny Township for the location of several early 17th century Huron Indian Villages mentioned in the journals of Samuel de Champlain.

Near the mouth of the Nottawasaga River some preliminary excavation was carried out at the site of "Schoonertown". This was a naval depot of the War of 1812 from which goods shipped by bateaux over the Nine Mile Portage and down the Nottawasaga were trans-shipped to sailing vessels which supplied the British western posts.

A search for the location of an important 18th century Mississauga Indian village was carried out near the mouth of the Mississauga River. In the course of work on this project, the site of an early European trading post was also established.

An investigation of an artificial earth mound was carried out on Thorah Island in Lake Simcoe. Numerous artifacts from different periods of Indian occupation were recovered in its vicinity.

D. F. McOUAT,
Director, Historical Branch.

Appendix A

**SUBJECT COMMEMORATED BY
THE ARCHAEOLOGICAL AND HISTORIC SITES BOARD IN 1962**

(The brief descriptions included herewith are not copies of the actual inscriptions on the plaques.)

DR. AUGUSTA STOWE-GULLEN 1857-1943 — Commemorates Canada's first woman medical graduate, who was born in Mount Pleasant; and her mother, Dr. Emily Stowe, the first woman physician to practice in Canada. Both were prominent in the struggle for female suffrage. (Mount Pleasant Public School.)

SARA JEANNETTE DUNCAN 1861-1922 — Born in Brantford, this Canadian novelist published some nineteen books and obtained international recognition. One of her novels, "The Imperialist", deals with various aspects of contemporary life in her home town. (96 West Street, Brantford.)

DAVID BROWN MILNE 1882-1953 — One of Canada's outstanding artists. Milne was born in Burgoyne, Bruce County. His works, largely impressionistic and calligraphic in style, may be found in many of the larger Canadian art galleries. (Horticultural Society Park, Paisley.)

RICHMOND MILITARY SETTLEMENT 1818 — Commemorates the establishment of a settlement at the side of Richmond Village and in its vicinity. Many of these settlers were discharged veterans of the 99th Regiment. The project was supervised by the Quartermaster General's Department and formed part of a series of military settlements formed in the Rideau area. (Agricultural Fair Grounds, Richmond.)

JOHN McINTOSH — Commemorates the discoverer of the world-famous McIntosh Red Apple, who emigrated from New York State to Upper Canada in 1796. He obtained an underdeveloped farm lot on Concession V, Matilda Township, in 1811, and there found the apple seedlings from which he and his descendants propagated this renowned fruit. (In Dundela, Dundas County.)

HONOURABLE JAMES BABY 1763-1833 — One of Upper Canada's outstanding pioneer legislators, James (Jacques) Baby de Rainville was the descendant of a long-established French family, and was born at Detroit soon after the post fell into the hands of the British. He held many important positions in the provincial government and his house, which was built shortly before the War of 1812, is still standing. (Baby Mansion, 211 Mill Street, Windsor.)

"BELLEVUE" — This fine old Georgian-style house was completed by about 1819 by Robert Reynolds, the commissary to the nearby British Garrison at Fort Malden. His sister, Catherine Reynolds, also lived in the house, and was one of the province's earliest-known artists. (At "Bellevue", Highway # 18 at southern approach to Amherstburg.)

ST. MARK'S CHURCH 1844 — Built with the aid of local subscriptions and a grant from the British Admiralty, this attractive Gothic-style church stands as a memorial to

the early settlers of Barriefield, many of whom worked in the naval yards at Kingston. (Grounds of St. Mark's Church, Barriefield.)

SIR OLIVER MOWAT 1820-1903 — Commemorates Ontario's third prime minister and eighth lieutenant-governor, who was born in Kingston. (County Court House, Kingston.)

CLAUDE J. P. NUNNEY, V. C. 1892-1918 — One of Canada's outstanding heroes of World War I, Nunney was born in Ireland and raised in Glengarry County, Ontario. For his gallant conduct during the bitter campaigns in France in 1917 and 1918, he was awarded the Distinguished Conduct Medal, the Military Medal, and finally the British Empire's highest decoration for valour, the Victoria Cross. (Municipal Building, North Lancaster.)

THE MacMILLAN EMIGRATION 1802 — Commemorates a group of clansmen composed mainly of Lochaber MacMillans from Invernesshire, Scotland, who emigrated to Canada under the leadership of Arhcibald McMillan (Murlaggan) and his cousin Alan McMillan (Glenpean). They played an important role in the early settlement of Glengarry County. (Grounds of St. Andrew's Church, Williamstown.)

THE GLENGARRY EMIGRATION 1786 — Commemorates a group of over five hundred Highlanders led by their priest the Rev. Alexander MacDonell (Scotus). Mainly MacDonells, they were given land in Glengarry County among their fellow countrymen. (Grounds of Church of St. Raphael, St. Raphael's West.)

JOHNSTOWN 1789 — Commemorates this early Loyalist settlement, whose town plot was laid out in 1789-90. It was visited by Lieutenant-Governor Simcoe and some of its town lots were held by Sir John Johnson. Despite a promising beginning, it later lost its importance owing to its shallow harbour and the rise of neighbouring Prescott. (Johnstown at junction of Highways No. 2 and No. 16.)

RIGHT HONOURABLE SIR LYMAN P. DUFF 1865-1955 — Born in Meaford, Lyman Duff became one of Canada's most eminent jurists. He served as a judge of the Supreme Court of British Columbia, and afterwards as a judge of Canada's Supreme Court. In 1933, he was appointed Chief Justice of Canada and later was knighted for his service. (Willow Park, Meaford.)

FOUNDING OF HALIBURTON — Commemorates the settlement of this community and the surrounding region, in the 1860's, by the Canadian Land and Emigration Company. The village and county were named after the company's chairman, Judge Thomas Chandler Haliburton, who was well-known as a politician, writer and humourist. (Village of Haliburton.)

THE HONOURABLE JAMES A. GARDINER 1883-1962 — Born on a farm in Perth County, Gardiner moved to the West in 1901. There he entered politics and became premier of Saskatchewan. He later held the post of minister of agriculture in the federal cabinets of William Lyon Mackenzie King and Louis St. Laurent. During the early part of the second World War, he was minister of National War Services. (Thames Road United Church, Usborne Township.)

UMFREVILLE'S EXPLORATION 1784 — Records the attempt of an employee of the North West fur trading company to find a suitable alternative canoe route from Lake Superior to the West. This exploration was prompted by fear of American control over the traditional route via the Grand Portage and Pigeon River. (Sioux Lookout.)

CANADA'S PIONEER AIRLINES — Commemorates some of Canada's earliest civil air services, and the pioneer bush pilots who flew the aircraft. (Hudson.)

RED LAKE MINING DISTRICT — Describes the discovery of gold in the Red Lake area and the founding of this productive mining community. (Junction of highways No. 105 and No. 125 near Red Lake.)

THE WILKINS EXPEDITION 1763 — In October 1763, a military force of almost seven hundred men under command of Major John Wilkins set out from Niagara to relieve the British post of Detroit, then under siege by Pontiac. On November 7, the expedition was wrecked during a violent storm off Rondeau Point. (Rondeau Provincial Park.)

THE INDIAN FLINT BED — Marks the nearby site of a deposit of chert which was used by the Indians, from prehistoric times to the mid-17th century, for the manufacture of weapons and tools. (Ipperwash Provincial Park.)

CANADA'S PIONEER OIL INDUSTRY — Erected beside a reproduction of a pioneer spring pole drill, this plaque commemorates the birth, in Lambton County, of Canada's oil industry. (Bayview Park, Point Edward.)

THE LANARK SETTLEMENT — In 1820, a government depot was established on the present site of the village of Lanark to receive a group of settlers, many of whom were unemployed Scottish weavers. Despite initial difficulties, the emigrants were settled, under the auspices of the Quartermaster General's Department, in the newly-surveyed townships of Lanark, Ramsay, North Sherbrooke and Dalhousie. (Village of Lanark.)

THE BROCKVILLE TUNNEL 1860 — Commemorates Canada's oldest railway tunnel, which runs under the town of Brockville. Built between 1854 and 1860, it was used by trains of the Brockville and Ottawa Railway to reach the Brockville waterfront. (South of city hall, Brockville.)

JOHN THOMSON 1837-1920 — Commemorates the individual who perfected a revolutionary new process for the manufacture of paper from wood pulp. He established a series of mills in Canada (including one near Newburgh) which utilized this process and were the forerunners of one of our nation's largest industries. (Newburgh.)

QUAKERS OF ADOLPHUSTOWN — Commemorates one of the provinces's oldest Quaker (Society of Friends) settlements, which dates back to 1784. (Quaker burying ground at Hay Bay, some 2½ miles north of Adolphustown.)

ESCAPE OF THE ROYAL GEORGE 1812 — Commemorates the first significant naval action on the Great Lakes during the War of 1812- (Beside highway No. 33, about 3 miles west of Bath.)

FOUNDING OF STRATHROY — In 1832 John Stuart Buchanan, son of the British Consul at New York City, settled on the site of the present community. The mills which he built in the vicinity by 1836, formed the nucleus of a settlement which became the town of Strathroy. (In front of town hall, Strathroy.)

THE HONOURABLE EDWARD BLAKE 1833-1912 — Commemorates the second prime minister of Ontario, who later held cabinet posts in the Dominion government and served for several years, as leader of the federal Liberal party. He was a distinguished lawyer, an authority on the constitution, and a gifted speaker. (On grounds of Strathroy town hall.)

RT. REV. ISAAC HELLMUTH 1817-1901 — Elected second Bishop of Huron in 1871, Hellmuth was primarily responsible for the founding of the University of Western Ontario, and served as that institution's first chancellor. (Administration Building, University of Western Ontario.)

THE MADILL CHURCH — This log church is one of the few remaining examples of its type in Ontario. While its date of erection, 1872-73, is comparatively recent, it was contemporary with the pioneering era in that region. (Madill Church, about 4 miles south of Huntsville off Highway No. 11.)

THE ONTARIO NORTHLAND RAILWAY — This pioneer northern railway was begun in 1902 at North Bay and in 1932 reached James Bay. Along its route many new communities and mines were established, and it was primarily responsible for the rapid development of northeastern Ontario. (In front of Tourist Information Centre, Regina & Main Streets, North Bay.)

THE ROSSEAU-NIPISSING ROAD — This "Colonization road" was constructed between 1866 and 1873. It opened up the Parry Sound district to settlement and greatly assisted the region's important lumbering operations. (Village of Magnetawan.)

HON. E. C. DRURY — Honours Ontario's eighth prime minister and leader of the United Farmers of Ontario. That organization formed the provincial government from 1919 to 1923. (Crown Hill, about 5 miles north of Barrie.)

THE GLENGARRY FENCIBLES — Commemorates this famous "provincial" regiment which distinguished itself in many hard-fought battles during the War of 1812. (In front of the Armouries, 4th Street East, Cornwall.)

THE NIPIGON CANOE ROUTE — Relates the story of an historic fur trading route which extended from Lake Superior to James Bay (Nipigon.)

THE MOUNTAIN PORTAGE — Marks the site of the portage around Kakabeka Falls, which formed an important link in the famous Kaministiquia canoe route from Lake Superior to the West. (Kakabeka Falls Provincial Park.)

TASSIE'S SCHOOL — Established in 1852 as the Galt Grammer School, it was taken over in 1853 by William Tassie, through whose efforts the institution gained an outstanding reputation for high academic standards. (On grounds of Collegiate Institute, Galt.)

CAPTURE OF SOMERS AND OHIO 1814 — Describes the capture of two armed United States schooners lying off American-held Fort Erie. The British force which successfully accomplished this feat, had embarked earlier in small boats from a site near the present plaque. (Crystal Beach.)

ONTARIO VETERINARY COLLEGE — Commemorates the founding of this institution in Toronto in 1862. It was the first in Canada to offer courses in veterinary medicine, and in 1922 was moved to Guelph. (Ontario Veterinary College, Guelph.)

ROCKWOOD ACADEMY — William Wetherald, an English Quaker, established this highly regarded Academy as a boys' school in 1850, and in 1853 completed a commodious stone building to house his pupils. Although the school was discontinued in 1882, this fine structure, now privately owned, remains in an excellent state of preservation. (Rockwood Academy, Rockwood.)

Report of the Department of Public Records and Archives

THE READING ROOM

Once again, as indicated by the number of persons making searches in the Reading Room, we are able to report that the facilities of the Archives have become better known and more widely used. During the past year our holdings were used by more individuals than in any year since 1953, when attendance records were first kept. The total attendance for 1962 was 2088, an increase of 156 over 1961 and an increase of no less than 140 per cent over 1953. Included in the past year's total are a number of persons, chiefly undergraduates from the University of Toronto, and McMaster and Waterloo Universities, who took advantage of the Archives being open on Saturday mornings from October to December.

In addition to university students, graduate and undergraduate, those using the facilities of the reading room include professors, teachers, government employees, librarians, authors, and others interested in historical research.

MANUSCRIPT DIVISION

Government Records

During the year a number of records were transferred to the Archives as follows: from the Department of Highways, the records of the Toronto-Hamilton Highway Commission; from the Department of the Attorney-General, records of the Home Bank, and a collection of speeches by the Honourable W. H. Price and newspaper clippings collected by his staff; from the Department of the Prime Minister, files of the Honourable Leslie M. Frost when Provincial Treasurer, 1943-1955; from Mrs. M. F. Hepburn, additional correspondence of the late Honourable Mitchell F. Hepburn, 1923-1943. We are indebted to Mr. Hugh A. Stevenson, Toronto, for securing this Hepburn correspondence for the Archives. It, like other recent government material, will not be available to students for a number of years. In addition, there are some 1600 feet of records in the Departments of Highways and of Lands and Forests ready for transfer to the Archives.

To our holdings of municipal government records we have added assessment and collectors' rolls for East Gwillimbury Township, 1834-1898. These were received from Mr. David McFall.

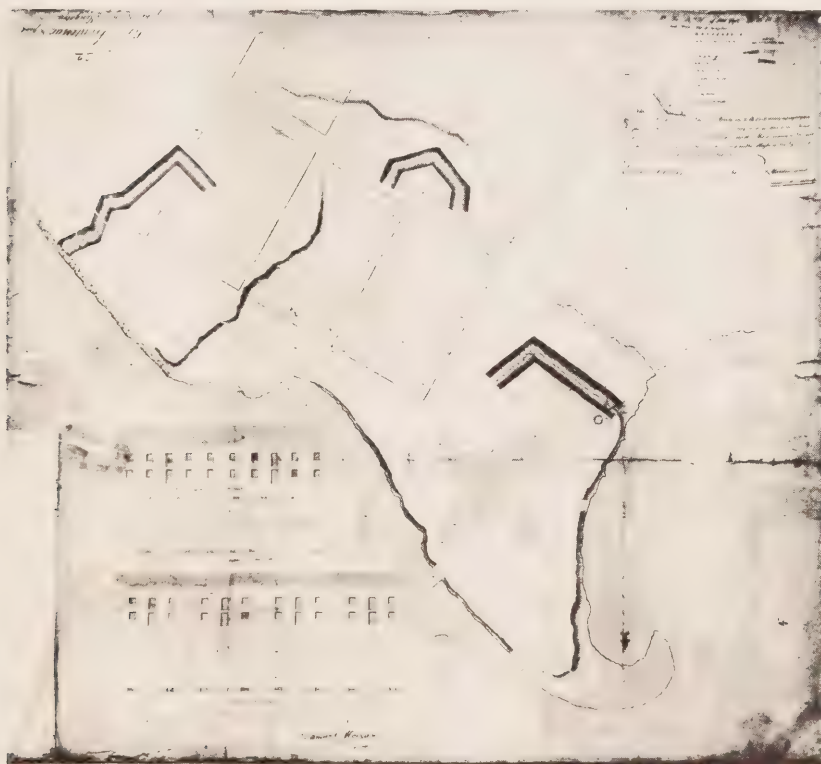
Preliminary inventories have been prepared for the Toronto-Hamilton Commission and the Provincial Treasurer's records mentioned above. Records of the Attorney-General's Department relating to the Communist Party have been given a definitive arrangement and inventory. Much progress has been made in processing the following groups of records. Of the Department of Education records so far received only the incoming general correspondence 1878-1884 remains to be processed. Regarding the records of the Department of Lands and Forests considerable progress has been made in the work begun last year. Some 50,000 flats and warrants covering all the land grants transferred so far to the Archives have been put in their original order and correlated with their registers. Plans for the classification and arrangement of these records have been completed. Work is proceeding in the vaults of the Department of the Attorney-General on files for the years 1898-1912 preparatory to their transfer to the Archives.

A complete review of our municipal and court records has been made. A calendar of the municipal records of the Johnstown District, 1796-1922, has been prepared.



Records and Manuscripts in the Ontario Archives are of many different sizes, shapes and kinds of material. Consequently their care, preservation and rehabilitation call for specialized skills and ingenuity. The accompanying pictures illustrate this work as pursued in the Department of Public Records and Archives.

The David Thompson map of the Canadian West is one of the largest items in the Archives. The accompanying photograph shows the solution to both viewing and storage problems. Mounted under acrylic plexiglass with draw-curtains it is protected from fading by light and damage from handling.



Map of Fort Frontenac, Kingston, dated 15 October 1784. This map has been dry cleaned prior to necessary minor surface repairs. It demands adequate flat storage space. (There is only one other version of this map in existence.)

In 1961 a project to prepare a Canadian Union List of Manuscripts was undertaken by the Humanities Research Council in association with the Public Archives of Canada and the Archives Section of the Canadian Historical Association, with the cooperation of the various archives and libraries across the Dominion. The Ontario Archives has been glad to cooperate in this project which will be most useful to students of history — as well as to the institutions.

For the Department of Lands and Forests we were able to undertake a rather lengthy project: the filming of their surveyors' accounts, 1841-1915.

Further discussions were held during the year with regard to the possible setting up of an archives records centre for the records of the Provincial Government. It is hoped that a records management programme may be introduced in 1963.

Non-Government Records

During 1962 most of the non-government records accessions consisted of additions to collections already in the Archives. Among the collections to which additions were made are the following: the Buell, Baby, Nelles, Harrison, Henry Young, Sir Henry Smith, Simcoe, David Thompson, and Canada Company Papers, and the Mackenzie-Lindsey Collection. The new items have already been incorporated or are being incorporated in these holdings and are now available for research. Perhaps the most extensive new accession is the William Colgate Collection, consisting of a wide variety of manuscript and printed material relating to Canadian artists, particularly the late Dr. Charles W. Jefferys. The diaries of Hugh D. Lumsden, land surveyor and railway construction engineer, 1865-1928, presented by Mr. Hugh Lumsden, Burlington, and the William Lees papers, containing information on the history of Bathurst Township, presented by Mr. R. P. Smart, were also received. An interesting series of some thirty-three issues of the *Katchewanooka Herald* with accompanying cartoons were photostated. The *Herald* was a weekly "newspaper", written 1855-1859 — at irregular intervals — by young Englishmen who had been sent to Canada to be taught the gentle art of farming by Colonel Samuel Strickland at Lakefield. The "news" was purely local, but these papers give an interesting picture of the community of the period. The originals are the property of Mrs. George M. Douglas, and were kindly lent to the Archives by Mr. Hugh A. Mackenzie, Toronto, to be copied. Many items were also received from the Ontario Historical Society, including scrap books on a wide variety of topics, reports of oral history interviews, church records, etc. Individual items continue to be received for incorporation in the Archives Miscellaneous Collections. Of particular interest is a "Schedule of Rebellion Losses for the Niagara District" received from the Lincoln County Council on the recommendation of Miss Ruth Home. During 1962 the Miscellaneous Manuscript Collection was reorganized, individual items properly belong to existing collections being transferred to the appropriate collections.

As mentioned in last year's Report a programme of microfilming certain of our holdings in order to exchange them for microfilms of collections in the Dominion Archives was proposed. Progress towards this end was made, the Charles Clarke, Macaulay, and W. B. Scarth Papers having been filmed, while the filming of the Merritt Papers is under way.

The listing of our non-government papers for the Canadian Union List of Manuscripts mentioned above has been completed.

One most interesting addition to our holdings is the banner captured by the loyalist troops at Montgomery's Tavern on December 7th, 1837. This famous banner, made of red worsted, has on one side the words: Bidwell and the glorious manority (*sic*) —

1837 and a good beginning, on the other: Victoria 1st and Reform. It was largely because his name appeared so prominently on this banner that Marshall Spring Bidwell was induced to go into exile. The banner was taken to Government House by the Lieutenant-Governor, Sir Francis Bond Head, and later, on his retirement, taken to England where it has remained in the possession of his descendants. In the summer of 1962 it was given to the Archives. We are very much indebted to the members of the Head family for allowing this banner to come "home" and to be placed in the Ontario Archives.

In addition to those whose names have been mentioned, donors of material during 1962 included the following: Mrs. M. Belleghem, Cooksville; Mr. R. L. Bethune, Kingston; Mr. H. A. Dempsey, Calgary; Mr. C. Downey, Vespra; Mr. A. L. Dunne, White River Station; Mrs. W. J. Haycroft, Hamilton; Professor Fred Landon, London; Mrs. Gordon Lapp, Port Credit; Mrs. Gladys Morden, Elmira; Mrs. F. Morris-Davies, Oxford, England; Mrs. J. Powell, Grimsby; Mr. Arthur Armstrong; Dr. C. L. Burke; Miss H. M. Daley; Dr. Norman Found; Mr. L. J. Henry; Mr. A. M. Leith; Mrs. G. A. Moore; Miss C. M. R. Morgan; Rev. E. A. O'Reilly; Mr. G. W. Stoddard; Mr. G. Wright; and Dean C. R. Young, all of Toronto.

In 1962 we acquired by purchase from the Public Archives of Canada thirty-four additional positive microfilms of the C.O. 42 series. These cover the State Papers of the old Province of Quebec, 1760-1799, including miscellaneous papers dealing with Canada from 1700 to 1800.

Previous to 1962 we used the calendars of the Q series, published by the Public Archives of Canada in their annual reports, covering the state papers, Upper Canada 1791-1841, to serve as calendars of the C.O. 42 for that period. Against the Q series calendar entries we wrote the appropriate C.O. 42 pages. This work has proved very useful to students. The same procedure is now being carried out with regard to the 1760-1799 papers. The Public Archives report for 1921 contains a calendar of the above-mentioned C.O. 42 miscellaneous papers. Reference page numbers in this calendar have been corrected and insertions have been added for reference purposes.

We also obtained from the Dominion Archives positive microfilm of certain finding aids to the C.O. 42 series, viz., (1) For the Province of Upper Canada (i) subject to the Governors' correspondence, 1815-1831; (ii) nominal indices to the Governors' correspondence, 1815-1844. It will be noted that the subject references for Upper Canada break off in 1831, and we have drafted, in book form, subject reference indices, alphabetically arranged, in order of each consecutive year for the important period in Canadian and Ontario history extending from 1832 to 1841 inclusive. (2) For the United Province of Canada, 1841-1867, there are both subject and nominal indices to the Governors' correspondence for Lower Canada and, subsequently, for United Canada, 1815-1867.

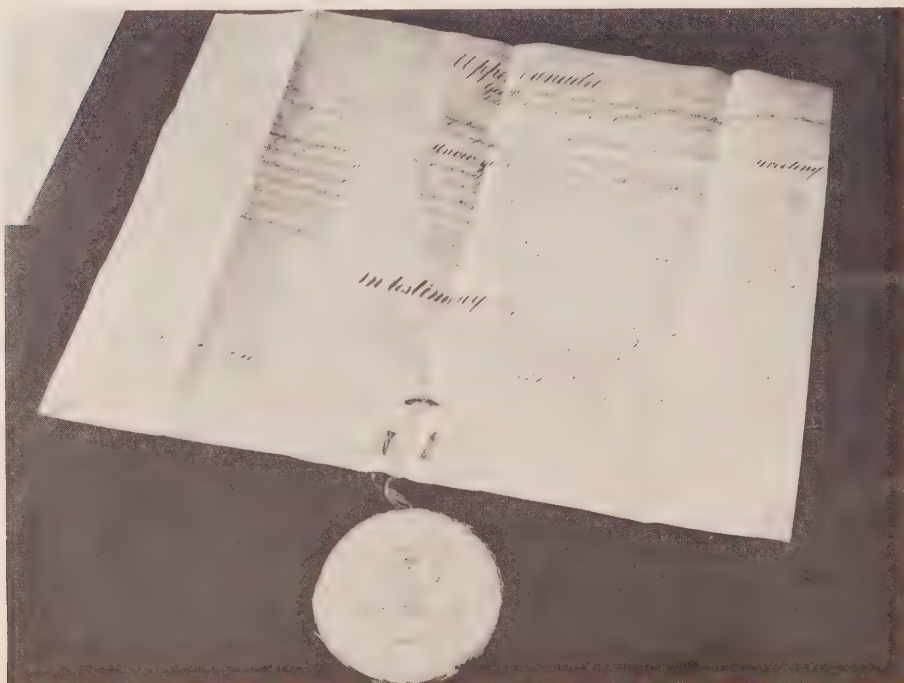
These aids will doubtless facilitate the work of research in the C.O. 42 documents.

THE LIBRARY

The number of books and pamphlets secured for the library during the past year was considerably augmented by gifts from many persons, several of whom were engaged in research at the Archives. Among them was Mrs. Mabel Olney, a graduate student at the University of Rochester, who presented the Archives with a copy of her thesis "William Lyon Mackenzie: the Rochester Years, 1838-1842". This work will be particularly useful if used in connexion with our extensive collection of the Mackenzie-Lindsey Papers. The Rev. A. W. Kewley, pastor of the Brant United Church, Brantford,



Small items offer many troublesome problems. To treat these a well-appointed Repair Room has been designed and built in the Archives. Here we illustrate a corner of the Repair Room. In the background a document is in a bath of water to remove faulty backing papers. On the table a map is being dry-cleaned with cleaning powder. In the foreground are two documents seriously stained from 'scotch tape' repairs; a broken item needing mending and an item which has been rotted and requires an inlay to prevent future tearing.



Parchment Commissions and Land Patents require special treatment and storage to accommodate both their sizes and the beeswax seals. (The above is the Commission of Assize issued to Chief Justice Wm. Dummer Powell, 17 July 1819 and signed in the upper left corner by Lieutenant Governor Sir Peregrine Maitland.)

who deciphered and made a transcript of the Benjamin Smith Diary, 1799-1850, also presented the Archives with a copy of his work. Mr. W. B. Whitham, of Sir George Williams University, Montreal, gave to the Archives a copy of his thesis "Some Aspects of the Canadian Oil Industry, 1850-1960". As these theses have not been published we are very pleased to have copies.

Some large collections of books were received during the past year. Among them were London City and Middlesex County directories (1888-1955), presented to the Archives by the Public Library and Art Museum, London, and the Minutes of the Municipal Council of the County of Elgin (1867-1961) obtained through the good offices of Mr. Edward Phelps, London, Ontario. Other acquisitions include local histories, military histories and family histories. "The Goodeve Family, 1710-1954", composed chiefly of family letters, contains much interesting information on various aspects of life in what is now Ontario during the last half of the nineteenth century. This volume was presented to the Archives by Colonel H. T. Goodeve, Port Hope. A number of books and pamphlets have been purchased recently from Mr. William Colgate, Toronto.

The books, pamphlets, and government publications received during the year have been catalogued. Our policy of placing on microfilm printed material which is difficult to obtain or which must be microfilmed to ensure its preservation has been continued. Toward the close of the year our staff was augmented by the addition of an experienced librarian, Mrs. M. R. Harland. Her work will make it possible for printed material on special subjects to be more easily and quickly located.

NEWSPAPER DIVISION

The microfilming of the files of the **London Advertiser** loaned to us by the Librarian of the University of Western Ontario has been completed. At present fifty-five reels covering the years 1863-1889 are available at the Archives for the use of students. The gap in our microfilm of the **Toronto Leader** was closed by our placing on film the file for 1866 loaned to us by the Toronto Public Library. The Archives now has a continuous run of the **Leader** from 1853 to 1869. The microfilming of the **Sentinel and Orange and Protestant Advocate** has been resumed this year. The files for the years 1926-1930 have been kindly lent to us by Mr. W. H. Armstrong, editor of the **Sentinel**. The run of the **Guelph Chronicle**, a short-lived newspaper published at Guelph during early 1868, and the semi-centennial issue of the **Stratford Beacon** of 1905, have been placed on film also. A large number of isolated issues of Ontario and Canadian newspapers have also been added to the Archives' newspaper collection.

PICTURE DIVISION

During the year 1962 the picture collection has grown by 3482 items of which 2511 are original pictures and 971 are photocopies. We have received copy negatives for 3069 and original negatives (mostly glass) for 137 of the new accessions.

Over half of the above are portraits of members of the Legislative Assembly received from the Department of Public Works. All parliaments but the fifth are represented: the first four in group composite pictures, the rest in individual portraits. Prints of these may be seen on the second floor of the east wing of the Parliament Buildings.

Other large accessions are: (1) over 212 copies of photographs of London, Ontario (1870-1900), from the Regional History Collection of the University of Western Ontario, through the courtesy of the Chief Librarian, Dr. J. J. Talman; (2) 165 views

of Kitchener, Ontario; (3) 122 views of the Timmins mining district through the courtesy of the Hollinger Consolidated Gold Mines Limited; and (4) 106 views of Port Arthur and Fort William, including some early views 1811-1875, from the Fort William Museum.

Among the year's accessions are two photographs of the Prince of Wales (later Edward VII) taken during his visit to Canada in 1860; photographs of contemporary portraits of Robert Gourlay and his wife, secured in Scotland through information supplied by Mrs. C. D. Milani; and the original drawings and specifications of the covered bridge at West Montrose, Ontario, donated by the Township Council of Woolwich with the cooperation of the Department of Highways.

The picture collection has been widely used by corporations and firms; individuals seeking illustrations for historical publications; and departments of government. In most cases we are able to supply suitable pictures. Progress is reported in keeping the picture catalogue up-to-date: a necessary preliminary to the usefulness of the collection.

MAP DIVISION

The most important addition to the map collection was the transfer from the Department of Lands and Forests of ninety-four original maps by the great explorer and geographer, David Thompson. As Astronomer to the International Boundary Commission under the terms of the Treaty of Ghent, 1814, Thompson carried out the difficult task of surveying the boundary line between British North America and the United States from St. Regis Island in the St. Lawrence River to the North-West Arm of Lake of the Woods. These maps, made over a period of ten years from 1816 to 1826, bear the signature of David Thompson, and show in great detail the course of the boundary line as it traverses the numerous islands of the St. Lawrence, the complicated passage of the St. Mary's River, and the intricate system of lakes, rivers and islands of the Rainy River region. To avoid unnecessary handling of these valuable maps, photostat copies are being prepared.

The acquisition of these Thompson maps is due chiefly to the interest shown by Dr. Alexander E. MacDonald. After making inquiries as to the whereabouts of Thompson's boundary maps in London, Washington, and Ottawa, he came across a copy of a letter in the Ontario Historical Society's **Papers and Records** indicating that maps had been sent to the Honourable John Macaulay, Surveyor-General of Upper Canada. An inquiry revealed that these maps were in the Surveys Branch of the Department of Lands and Forests, and soon afterwards they were transferred to the Archives.

The Archives also received from the Department of Lands and Forests a contemporary copy of an original map of old Fort Frontenac and the town plot of Kingston, 1784, made by Lieutenant John Frederick Holland from his own survey, and bearing the signature of his father, Major Samuel Holland, Surveyor-General.

Other interesting maps added to the collection included (1) An early detailed map of Upper Canada (c. 1835), by James Chewett, prepared for the Canada Company and showing townships in which the Company was granted land; (2) A rough sketch map of Navy Island and the Niagara District drawn by William Lyon Mackenzie when on the island in 1837; (3) Three maps of Toronto of the early part of the present century.

To guard against undue exposure to sunlight, the large David Thompson map of the Canadian North-West and an early map of Lake Ontario, both mounted on the west wall of the map room, have been covered by curtains. The work of placing maps in special chemically neutral folders is being continued.

THE REPAIR AND PRESERVATION OF DOCUMENTS

One very necessary activity in an Archives is the repair and preservation of the material entrusted to its care. In the past repairs to documents have been made as occasion demanded, using materials recommended by other well-known archives and libraries; and containers made of special paper containing no injurious chemicals have been used in which correspondence and other documents have been placed. With the expansion of the Archives' holdings, however, and the increasing age of the documents in our possession, and, too, the increased knowledge of how repair and preservation should best be undertaken, it seemed necessary to have modern facilities on the premises by the use of which our documents, maps, pictures, and newspapers can be maintained in the best possible state. A room in the basement has therefore been constructed and fitted up, with the assistance of the University of Toronto and the Department of Public Works, in which the most modern techniques for the repair of documents may be successfully used. The equipment consists of tables and shelving, a light-table, and two or three presses. Special paper and adhesives will be used.

As well as being most useful in the repair of material in the Archives, it is expected that this room will be available for the repair of documents in the possession of the various museums in the Province. Details of how this service will be made available will be worked out in conjunction with the Museums Advisor in the Historical Branch of the Department of Travel and Publicity.

OTHER SERVICES

As has been the case for a number of years, copies of documents related to the history of Ontario have been sent to certain schools chosen by the Department of Education. A box of similar documents is made available to teachers from the Royal Ontario Museum who are in charge of the classes who visit the Archives and Canadiana Building.

Typical documents available in the Archives were placed in a display case at the Canadian National Exhibition and attracted attention.

INQUIRIES

In 1962 the Archives provided historical information in response to an estimated 2200 inquiries, one-third by mail, the remainder by telephone.

G. W. SPRAGGE,
Archivist of Ontario.

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